DECEMBER 31, 1945 PRICE 15 CENTS

BROADCASTING

The Weekly Newsm... Radio

TELECASTING

MR P M SEGAL
1026 WOODWARD BLDG
WASH 5 D C
5-3240

Iowans who "listen most" to WHO
buy 5 times more AUTOMOBILES
than those who prefer any other station!
. . . there's 5 times as many of 'em!

IF you are using any network except NBC, you have a wonderful opportunity for spot-broadcasting in Iowa. In this state, one station—WHO—is "listened to most" by more people than *all other stations combined.*

Five times more people in Iowa "listen most" to WHO than listen most to any other station —55.4% for WHO, as against 10.7% for Station B, daytime.

Boiled down, this means that you can do the *most profitable advertising job* in Iowa only by using WHO. If not with network, then with spot broadcasting. For further information, get in touch with Free & Peters—or survey your dealers in Iowa. Your dealers won't have statistical data, but they'll know the *facts!*

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

B. J. Palmer, *Pres.* J. O. Maland, *Mgr.*

FREE & PETERS, Inc., *National Representatives*

5000 WATTS DAY AND NIGHT

wdel

WILMINGTON, DELAWARE

SELLS for it assures advertisers today a greater listening audience than ever before.

WDEL, located in Wilmington, Delaware—one of the fastest growing industrial cities in the east—thoroughly covers Delaware, Southern New Jersey, parts of Pennsylvania, Maryland and Virginia. This is a section, which, because of its strategic location, transportation facilities and industrial diversification faces a great and prosperous future. Your advertising dollars are wisely spent in this sales-producing area. Inquire now about its profit possibilities.

Represented by **RAYMER**

NBC BASIC NETWORK

Atomic Bomb Explosion
from actual photograph

A Product of TENNESSEE VALLEY POWER

The same Tennessee Valley power which made the Atomic Bomb possible has made Nashville one of the nation's leading manufacturing centers for many modern industries. . . . Today, this low-priced power offers still more opportunities for further industrial developments. The Nashville market is a rich one, contacted through WSIX, the station that covers more than a million potential buyers for your product—at a low cost per radio listener.

WSIX gives you all three:
Market, Coverage, Economy

•

AMERICAN MUTUAL

•

5,000 Watts — 980 K. C.

Represented Nationally by

THE KATZ AGENCY, INC.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

lished every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
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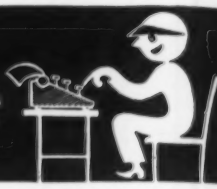
BROADCASTING... at deadline



Closed Circuit

COORDINATED drive toward solution of daylight time operation of networks, with War Time now abolished, expected to take another big stride when ABC Station Planning & Advisory Committee meets in New York Jan. 10-11 to map out industry-wide campaign. Committee members called together by H. Allen Campbell, general manager of WXYZ Detroit and Michigan Radio Network, will be briefed on plan to contact broadcasters in their own districts toward maintaining universal radio time on standard basis, eliminating spring schedule shifts.

ONE OF radio's indefatigable veterans—John Shepard 3d, chairman of Yankee Network—is taking it easy under doctor's orders. Chairman of Regional Stations Committee, organizing case for clear channel hearing Jan. 14, he delegated assignment while resting on West Coast. He spent summer at Thousand Islands and may not return to active policy direction of Yankee for some weeks.

THERE'LL BE another healthy increase in Mutual outlets during 1946 in single station towns. Now there are approximately 185 such outlets on the 281-station network. The single station-single market total probably will eclipse 225 next year.

NOW THAT die is cast on television, with allocations regulations, standards and even hearings accounted for, look for dropping of some applications offset by filing of new ones. Many applicants wanted to get foot in door for priority purposes, then look around, others held off until rules were set.

RADIO eyes turned toward result of prehearing conference on Washington, D. C., television applications scheduled last Saturday at call of FCC Chairman Paul A. Porter, preparatory to Jan. 21 hearing. Eight applicants for television outlets in Capital City were to confer with FCC head and staff attorneys and engineers in hope of shortening hearing by stipulating exhibits and testimony and by seeking expression of intent from counsel for eight applicants seeking four facilities available. Conference originally called at chairman's office for Friday, but postponed because of Porter's absence due to heavy cold during most of week.

ANY IDEA that FCC's proposed "auction sale" rules for station transfers, following pattern of Crosley-Avco decision, will become effective by default, can now be dispelled. Several Washington law firms, acting on instructions from clients, will file opposition briefs and be prepared for oral arguments. In a nutshell, they feel it is unconstitutional because it will prevent citizens from disposing of private property as they see fit.

WHEN NAB Board meets in Los Angeles Jan. 3-4, there will be at least two of 25 members missing—F. M. Russell, NBC Washington vice president, and T. A. M. Craven, vice president of Cowles Broadcasting Co. Mr. Russell won't be there because stork arrival is

(*Continued on page 70*)

Upcoming

Jan. 2-3: Indiana Local Broadcasters Assn., Columbia Club, Indianapolis.

Jan. 3-4: NAB Board of Directors, Roosevelt Hotel, Hollywood.

Jan. 23-26: IRE winter technical meeting, Hotel Astor, New York.

Jan. 30: RMA Board of Directors, Stevens Hotel, Chicago.

(FCC hearings, page 70.)

Bulletins

DECISION not to acquire control of Associated Broadcasting Co., but to convert its loan of $150,000 into stock in fifth nationwide network organization, made by Atlas Corp. last week with expiration of 30-day option. Three groups negotiating with ABS for further financing for network, with probability control will pass to successful bidder, leaving Leonard A. Versluis, founder of ABS, with only a small interest. Atlas reportedly interested in ABS as investment, but not desirous of becoming involved in management problems. Matter should be finally settled by Jan. 15, according to Garey, Desvernine & Garey, attorneys handling transaction.

PRESIDENT TRUMAN'S radio report to nation on legislative program will be delivered Jan. 3 at 10 p. m., and consume about half-hour. It will originate in Oval Room at White House and be carried by all networks. White House cautioned address is not to be confused with annual message to Congress, to be made after body reconvenes Jan. 14.

ITS MOBILE camera equipment now in working condition, CBS will initiate series of remote video pickups for WCBW New York, starting New Year's night by telecasting basketball games from Madison Square Garden.

THREE-WAY LABOR UNIT TO BE FORMED BY NAB

NEW Employe-Employer Relations Dept. of NAB goes into formal operation with new year. Three-section department is planned, with assistant directors in charge of music, talent and technicians.

Program calls for coordinating of mass of information in NAB files on contracts, wages, working conditions and other pertinent data. Slated for this task is Milton J. Kibler, NAB assistant general counsel, who probably will move to new department. Sample contracts for guidance of stations in employe relations may be developed. Mr. Kibler would be on No. 2 executive level in department, operating as one of three assistant directors.

NAB has approached Ivar Peterson, assistant general counsel of National Labor Relations Board in charge of the Review Section, with offer of an assistant directorship. Understood he is favorably inclined. Third assistant director may be named soon.

Business Briefly

MOORE ON ABC ● Benjamin Moore & Co., New York (paint), March 2 starts *Betty Moore* on 150 ABC stations, Sat. 11:30-11:45 a.m. Agency, St. Georges & Keyes, N. Y.

SHOW OFFERED CENTRAL ● Radio presentation including musical show offered to New York Central Railroad by its agency, Foote, Cone & Belding, New York.

FC&B APPOINTED ● United Wallpaper Inc., Chicago, Varlon Division, has appointed Foote, Cone & Belding, Chicago, to handle its advertising. May use radio.

PEABODYS' SIGNED ● International Milling Co., Minneapolis, thru H. W. Kastor & Sons, Chicago, has already signed *The Peabodys*, new five-weekly transcribed comedy on 45 stations starting Jan. 7. Markets have been selected but station list has not been announced.

SCHUTTER MAY SWITCH ● If negotiations with Schwimmer & Scott, Chicago, on behalf of Schutter Candy Co., Chicago (Bit O'Honey) for sponsorship of *Counterspy* over ABC go through, program expected to switch from Wednesday 9-9:30 p.m. (CST) to Sunday 4:30-5 p.m. (CST).

NEW CHICAGO AGENCY

JIM WARD and WILLIAM FETTERMAN announced consolidation Friday of two advertising agencies, firm to be known as Ward & Fetterman Adv. Agency, with offices at 188 W. Randolph St., Chicago. Mr. Ward formerly operated Jim Ward & Co. Mr. Fetterman recently resigned as vice president and sales promotion manager of Goldblatt Bros. department store, Chicago, and had formed an agency.

GE DENIES LYONS' CLAIM

WHEN Leonard Lyons' column in the *New York Post* last Friday stated that color television sets made for CBS by General Electric were "prohibitively" priced at $3,150 for a 10-inch model, $5,900 for the 18 x 24 inch, GE promptly wired Lyons for a correction, calling his item "misleading because prices quoted are not those which the public will pay but referred to handmade laboratory models. First FM sets cost about $2,400, GE explained, "while those eventually placed on sale cost little more than ordinary radio receivers." Similarly, "colored television receivers when placed on the market will compare favorably with black-and-white television receivers."

BING DUE JAN. 3

DESPITE reports Bing Crosby will not return to *Kraft Music Hall*, J. Walter Thompson Co., agency for account, on Friday had received no word from singer he will not appear as scheduled Jan. 3. If he does not fulfil his contractual obligation, sponsor will seek court order.

WCHS IS ON THE WARPATH!

AND BROTHER, WHEN WE GO ON THE WARPATH, WE COOK WITH GAS!

OVER a year ago, the Federal Government sent one of their doctors here to help clean up the public health situation in Charleston and Kanawha County. On December 1st the doctor submitted his resignation and withdrew in protest at the lack of cooperation he received from our city and county health departments. The story made page one of both local papers a couple of days but no one seemed to do anything about it.

ON December 4th, WCHS invited the citizens of Charleston to attend a mass meeting three nights later in the WCHS Auditorium. That night we kicked out our Old Farm Hour, which has been a feature of this station for the past nine years, and we were rewarded when more than 2000 civic-minded people came to the WCHS Auditorium to voice their opinions. We even had the doctor who resigned and the Mayor here to debate the thing in public and answer all questions and charges.

RESULTS? The group elected four prominent citizens to meet and select a larger committee who will be empowered to do something about this serious public health crisis.

NATURALLY we made a lot of enemies among the city and county officials because we forced them to drag a lot of awful looking skeletons out of the closet. Now we just don't go around courting fights, but this is the type we enjoy and when we go on the warpath on a civic issue—BROTHER, WE COOK WITH GAS!

WCHS

CHARLESTON, W. VA.

5000 on 580 • CBS

Represented by the Branham Co.

JOHN A. KENNEDY, Pres.
(on leave U. S. Navy)

HOWARD L. CHERNOFF
Managing Director

THE PACIFIC NORTHWEST MEANS...

KIRO

SEATTLE • TACOMA

HOME OWNERSHIP
IN NATURAL SCENIC GRANDEUR

SEATTLE, LOOKING WEST

The Pacific Northwest is famed for its home-ownership. Before the war, Seattle's home-ownership was 15% above the national average. Its present record is even more impressive. 55.8% of Seattle's homes now shelter owners. Seattle's citizens are substantial and well-to-do with the third highest income, per capita, of any major city in the United States. They enjoy living and recreational facilities found in few other parts of the world.

KIRO is the only 50,000-watt station in this rich market... it brings Columbia Programs to Seattle, Tacoma, and the prosperous surrounding country of the Pacific Northwest.

SEATTLE / TACOMA

KIRO

The Friendly Station

SEATTLE, WASH.

THE PACIFIC NORTHWEST'S MOST POWERFUL STATION

50,000 Watts
710 kc
CBS

Represented by
FREE and PETERS, Inc.

BROADCASTING
The Weekly Newsmagazine of Radio

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone: ME 1022

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At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ROBERT K. RICHARDS, *Editorial Director*

Art King, *Managing Editor;* J. Frank Beatty, Bill Bailey, *Associate Editors.* STAFF: Jack Levy, Lawrence Christopher, Mary Zurhorst, Rufus Crater, Norma Pugliese, Adele Porter, Molly Jackson.

BUSINESS

MAURY LONG, *Business Manager*

Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Carpenter, Cleo Kathas. AUDITING: B. T. Taishoff, Catherine Steele, Mildred Racoosin.

CIRCULATION

BERNARD PLATT, *Circulation Manager*

Dorothy Young, Herbert Hadley, Leslie Helm

NEW YORK BUREAU

250 Park Ave. *PLaza 5-8355*

EDITORIAL: Bruce Robertson, *New York Editor;* Edwin H. James, Florence Small, Dorothy Macarow, Doris Gooch.

ADVERTISING: S. J. Paul, *New York Advertising Manager;* Patricia Foley.

CHICAGO BUREAU

360 N. Michigan Ave. *CEN*tral 4115
Fred W. Sample, *Manager;* Jean Eldridge.

HOLLYWOOD BUREAU

1509 North Vine St., Room 217. *GL*adstone 7353.
David Glickman, *Manager;* Marjorie Barmettler.

TORONTO BUREAU

417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

BROADCASTING Magazine was founded in 1931 by Broadcasting Publications Inc., using title: BROADCASTING—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Pat. Office

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SUBSCRIPTION PRICE $5.00 PER YEAR. 15c PER COPY

WHEN YOU THINK OF

YOU THINK OF WFIL

WFIL and Philadelphia's landmarks—like William Penn's statue atop City Hall—are linked together in the minds of Philadelphians.

There is good reason for this psychological simile. For whenever and wherever people gather for important civic or business events, you will find WFIL. This ubiquitous coverage for re-broadcast on "This Week in Philadelphia" and the direct broadcasts of many special events has given WFIL a preferred position as an integral part of Philadelphia life.

WFIL's spirited translation of "broadcasting in the public's best interest" has created a *public service personality* that also pays off for advertisers in listener response and loyalty.

Better check *now* with WFIL or the Katz Agency for proof of how WFIL can influence more listeners in the nation's third largest market.

WFIL 560 KC

PHILADELPHIA

In Philadelphia **WFIL** means **PROGRESS** and **PUBLIC SERVICE**

Represented Nationally by THE KATZ AGENCY

FIT THIS IMPORTANT MARKET INTO YOUR RADIO SCHEDULE!

KBIX

MUSKOGEE

THE ONLY STATION LOCATED IN THE *3rd City 3rd Market* IN OKLAHOMA

A top ranking agricultural market—KBIX is the station folks in this area listen to! Spinach, peas, beans, cotton, corn, potatoes, cattle, and poultry are a few of the industries which bring over 25 million dollars annual retail sales to Muskogee alone! Covering this rich area, KBIX is the only station located in the 3rd City, 3rd Market in Oklahoma! Fit KBIX into your radio schedule now for outstanding results!

AFFILIATED WITH TAYLOR-HOWE-SNOWDEN *Radio Sales*

AFFILIATED WITH AMERICAN BROADCASTING CO., INC., OKLAHOMA NETWORK AND

WCSC thinks CBS is tops, BUT...!

Good as CBS public service programs are (and we think they're tops) we need more than the best in network programs to keep WCSC the number one civic and entertainment force in Charleston. We need locally planned, locally produced programs. Programs that reach the heart of Charleston. We think we have them.

Take WCSC's historic broadcast from a hospital ship in Charleston harbor on V-J Day. This was the *first* time, to our knowledge, such a broadcast had ever taken place—anywhere. It highlighted not only the human interest of a hospital ship, but the fact that this ship and three other hospital ships were tied up in *Charleston* harbor.

And WCSC is *proud* of Charleston harbor. During the war, its enlarged facilities were an important factor in the movement of material to the war-fronts. With peace here, Charleston harbor is bustling with traffic. Out of Charleston move vast quantities of cotton, tobacco, forest products, manufactured steel and textiles. Into Charleston come fertilizer materials, chromium and other ores, bananas and canned goods. And in Charleston harbor the Navy will base a fleet of destroyers.

Altogether, that's a mighty pretty picture. It's a picture of a busy, prosperous American community. And WCSC thinks it's worth crowing about.

WCSC

CHARLESTON, SOUTH CAROLINA

John M. Rivers, Owner

Represented Nationally by Free & Peters

In Front ★ KFOR

GOOCH MILLING COMPANY

Five quarter hour programs per week of "Ethel and Albert."

SPENCER STEAK HOUSE

Five quarter hour programs per week. . . .

Represented by Edward Petry Co., Inc.

KFOR

"Nebraska's Capital City Station"

LINCOLN Nebraska

GORDON GRAY, General Mgr
MELVIN DRAKE, Station Mgr

BASIC AMERICAN; MUTUAL NETWORKS

Feature of the Week

NEW PLANE, the *Flying Rooster*, purchased by WIBW Topeka to augment its public service.

AN AIRPLANE, christened the *Flying Rooster*, has been bought by WIBW Topeka, to give a boost to expansion of the station's public service, particularly its farm coverage.

A two-passenger De Luxe Taylorcraft with a cruising speed of 95 to 100 miles per hour, the plane, according to General Manager Ben Ludy, was selected for its ability to land and take off from small enclosures. It can easily transport WIBW's wire-recording equipment.

Gene Shipley, farm service director, and Pug Marquardt, chief engineer and a licensed pilot, have covered 24 counties in the past eight months and have made 160 farm recordings to bring the voices of Kansas farmers to WIBW's rural audience via the magnetic wire recorder. In the past, distant counties have been reached by chartered plane.

READY for action are (l to r): Gene Shipley, WIBW farm service director, and pilots Hilton Hodges and Pug Marquardt, also WIBW chief engineer.

Lt. Hilton Hodges, who has returned to WIBW after three years in the Navy, has more than 1,500 hours flying time to his credit and has a commercial pilot's license. He and Mr. Marquardt will pilot the *Flying Rooster*, which was named after WIBW's trade-mark.

Sellers of Sales

COWBOY, salesman, storekeeper and art director are just a few of the occupations Cy Young has pursued on his way to become account executive and radio director of Hill Adv., New York.

Born in Walla Walla, Washington, which is 75 miles from his home, a 33,000-acre ranch in Black Foot Valley, Mont., Cy grew up as a cowboy. He admits he has never outgrown that part of his life and still owns all the trappings—saddle, chaps and spurs. He attended the U. of Mont. and majored in mathematics.

CY

His first business venture was working in a general store in Bitteroot Valley, Mont. He eventually became half-owner. Cy stayed with the store for two years, then it burned down. The next day he hopped a freight to Chicago.

There he went to work for Butler Bros., a national wholesale house, in sales promotion and advertising. He was with the company ten years, finally in New York as head of the firm's fashion advertising department.

Then he resigned to form a major art studio and for the next six years specialized in mail order art. At the end of 1943 he joined Jackson Co., as an account executive on National Distillers. He handled the company's radio spot campaign for G and D Vermouth.

Nov. 1, 1945, Cy took over his present position with the Hill Co. He is responsible for the radio advertising of Juicy Gem Oranges.

The Young's—she was the former Audree Conley — have been married eight years. They have two children, Kenneth, 8, and Karen, 4. Karen is frequently used as a model in magazine ads by her father.

Hunting and fishing are Cy's favorite hobbies. He indulges in some fancy duck hunting up in Brewster. Occasionally he flies up to Montana to get in some fishing. He claims that he caught 52 fish in three hours on his last trip.

Cy is a member of the National Art Fraternity, Delta Phi Delta and Sigma Nu.

TO REACH TWO PROFITABLE MARKETS... USE

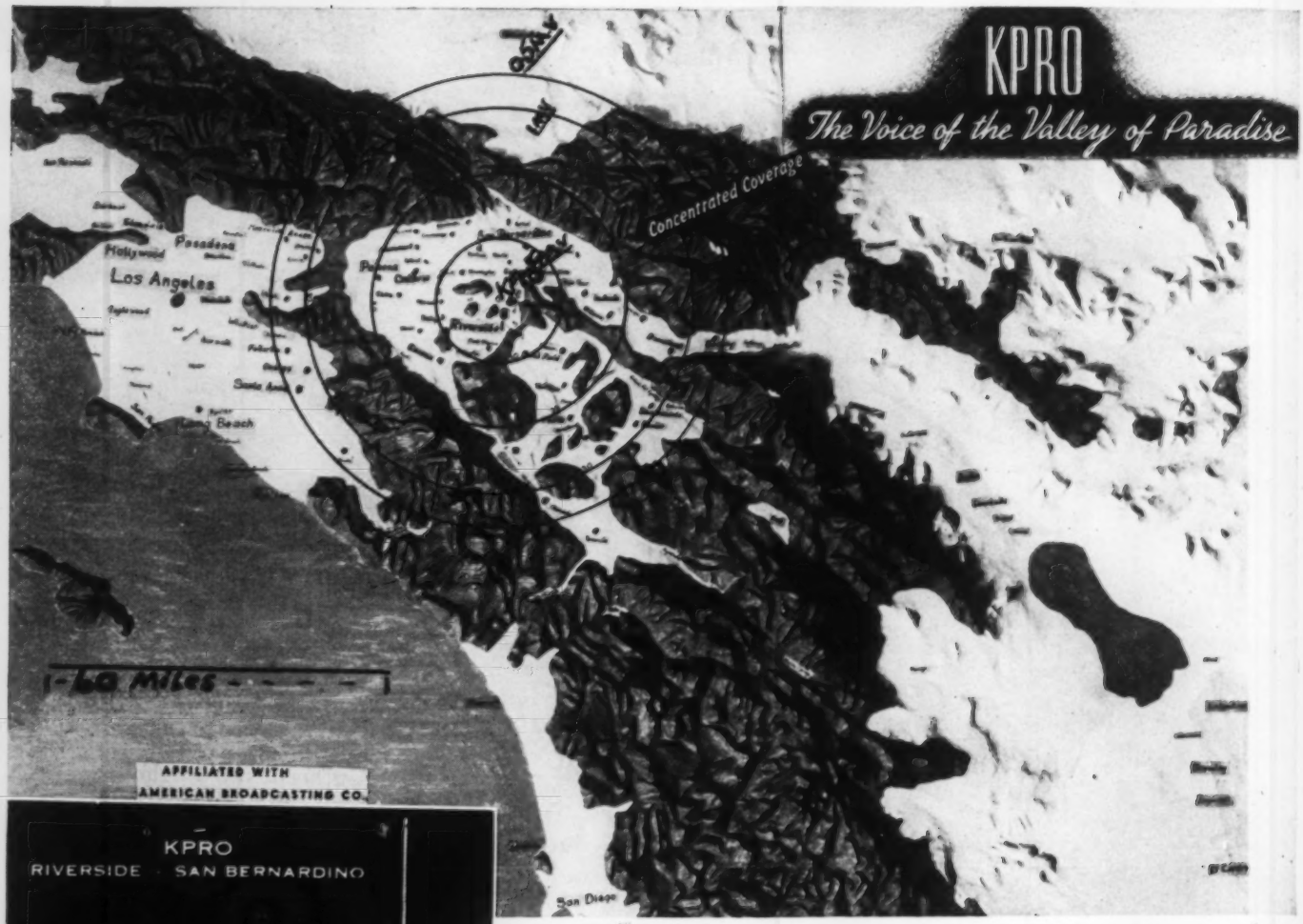
WEST EASTON
Pennsylvania
Phillipsburg, New Jersey

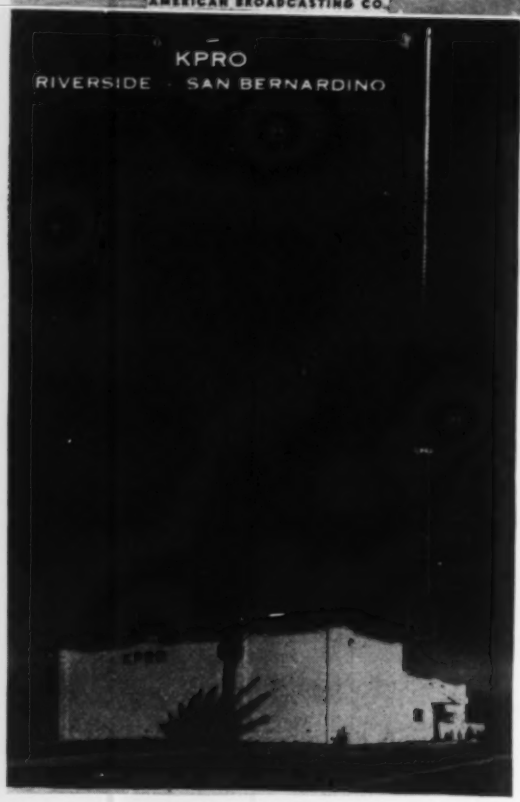
WAZL HAZLETON
Pennsylvania

NBC·MUTUAL

Represented by
Radio Advertising Co.

listen
$1220 IN CASH PRIZES · · · SEE INSIDE
CLEVELAND'S
WGAR
THE FRIENDLY STATION
GOES "ALL OUT"
IN PROGRAM PROMOTION
Annual fall campaign wins bigger audiences
...plans for future campaigns now under way
10:00 P.M.
G·A·R
WGAR
1220





KPRO *Riverside & San Bernardino, Cal.*

1000 WATTS, FULL TIME.

POPULATION Primary Area, 1940 census, 584,321 within 0.5 MV contour—1946 estimate 649,826. Area embraces Riverside and San Bernardino Counties, together with the Easterly part of Los Angeles and Orange Counties, lying within **KPRO's** 0.5 MV area.

Other than **KPRO** there is only one advertising medium that covers the Valley of Paradise completely, viz., a 50 kilowatt outside station 60 miles away. Los Angeles is 60 miles from Riverside and San Bernardino, about the same distance as Milwaukee is from Chicago, or Baltimore is from Washington, D. C. Few advertisers try to cover Washington from Baltimore—likewise it is not profitable to try to cover this great agricultural region of Southern California from Los Angeles. The Valley of Paradise, heart of agricultural Southern California, is completely surrounded by high mountains—thus outside stations fade here the same as this station fades in Los Angeles.

SO, FOR COMPLETE COVERAGE OF OUR LARGE AGRICULTURAL VALLEY, INCLUDE **KPRO** IN YOUR NEXT ADVERTISING BUDGET

BUY KPRO in combination with KROP, Brawley, Cal.

KPRO has no exclusive representative but any of the representatives listed below can supply you with availabilities and can give you information relative to KPRO's market.

New York, N. Y.
Adam J. Young, Jr.
11 West 42nd Street
Longacre 3-1926

Joseph Hershey McGillvra, Inc.
366 Madison Avenue
Murray Hill 2-8755

Chicago, Ill.
Adam J. Young, Jr.
55 East Washington Street
Andover 5448

Joseph Hershey McGillvra, Inc.
35 East Wacker Drive
State 5282

San Francisco, Calif.
Duncan A. Scott Company
627 Mills Building
Sutter 1393

Los Angeles, Calif.
Duncan A. Scott Company
408 Pershing Square Building
Michigan 0921

KPRO - Riverside, Calif., Tel. 6290 :-: *San Bernardino, 480 5th Street, Tel. 5157*

AGAIN THIS YEAR, OVER A MILLION GEORGIA FANS HAD A SEAT ON THE 50 YARD LINE!

The Georgia Sports Network, originated by Jim W. Woodruff, Jr. and operated by WRBL, Columbus, has exclusive broadcast rights every year to all University of Georgia football games, both at home and out of town.

A broadcast crew from WATL, Atlanta, associate station of WRBL, gives thorough and exciting coverage of every play, with sportscaster Stan Raymond doing play-by-play.

THESE THRILLING GAMES ARE CARRIED OVER SEVENTEEN GEORGIA STATIONS, SPONSORED BY ROYAL CROWN COLA

The Georgia Sports Network SELLS Royal Crown Cola, to the Georgia team, also!

Preparation makes "know-how"! Stan Raymond spent ten days living with the Georgia team and coaches before the season started. (Left to right) "Ears" Whitworth, Wally Butts, Charlie Treadway, Carroll Thomas, Elmer Lampe, of the coaching staff, and Stan Raymond. (Team trainers in white shirts.)

THE STATION THAT STOPS BEING BETTER, STOPS BEING GOOD. WE'RE GROWING BY LEAPS AND BOUNDS IN GEORGIA—WE HAVE BIG EXPANSION PLANS, TOO!

WRBL	WATL	WGPC
Columbus, Georgia (CBS)	Atlanta, Georgia (MUTUAL)	Albany, Georgia (CBS)

Represented Nationally by GEORGE P. HOLLINGBERY COMPANY

ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS SERVICE

4 years, Phillips Andover Academy
1 year, University of Wisconsin
2 years, Strom Ball Bearing Mfg. Co.
2 years, Union Trust Co.
5 years, City Nat'l Bank & Trust Co.
3 years, Partner, MacFarlane & Holley
4 years, President, Kalva Venders, Inc.
Free & Peters (Chicago Office) since April, 1942

Move over, lads, it's—

JOHN A. CORY!

"It's an ill wind that blows nobody good." Just before the War, when the WPB clamped restrictions on metals and blew John Cory's company out of business, it also blew a talented and valuable man into radio advertising. For years we'd known about John's real business ability, so we grabbed him on the certainty that he would soon become a very great asset to both you and us. And he did. And *how!*

Yes, we really mean "to both you and us." From years of experience in serving agencies and advertisers (plus the fact that many of us were trained on your side of the desk) we know the daily beating that people like you have to take. We know the hours you have to waste with half-educated outsiders. We know the glad relief of finding a representative who understands your own needs from your own angle. And that's why our outfit is composed of business men who were tried and tested even before they came with us.

Radio today is a business and a science — not a promotion. We believe the best way to sell radio is to make available to every conceivable prospect a thorough, honest and accurate *presentation of facts* as they pertain to each particular case. If that's your idea, too, we've certainly got something for you, here in this group of pioneer radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW . . . . . BUFFALO
WCKY . . . . . CINCINNATI
KDAL . . . . . DULUTH
WDAY . . . . . FARGO
WISH . . . . . INDIANAPOLIS
WJEF-WKZO . . GRAND RAPIDS-KALAMAZOO
KMBC . . . . . KANSAS CITY
WAVE . . . . . LOUISVILLE
WTCN . . MINNEAPOLIS-ST. PAUL
WMBD . . . . . PEORIA
KSD . . . . . ST. LOUIS
WFBL . . . . . SYRACUSE

. . . IOWA . . .

WHO . . . . . DES MOINES
WOC . . . . . DAVENPORT
KMA . . . . . SHENANDOAH

. . . SOUTHEAST . . .

WCBM . . . . . BALTIMORE
WCSC . . . . . CHARLESTON
WIS . . . . . COLUMBIA
WPTF . . . . . RALEIGH
WDBJ . . . . . ROANOKE

. . . SOUTHWEST . . .

KOB . . . . . ALBUQUERQUE
KEEW . . . . . BROWNSVILLE
KRIS . . . . . CORPUS CHRISTI
KXYZ . . . . . HOUSTON
KOMA . . . . . OKLAHOMA CITY
KTUL . . . . . TULSA

. . . PACIFIC COAST . . .

KOIN . . . . . PORTLAND
KIRO . . . . . SEATTLE

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

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BROADCASTING

VOL. 29, NO. 26 WASHINGTON, D. C., DECEMBER 31, 1945 $5.00 A YEAR—15c A COPY

Radio Faces Brightest Year in Its History

Increased Billings Expected, Although Time Will Be at Premium

RADIO'S FIRST peacetime year in half a decade looms as the brightest in its 25-year history, but it's going to be a year of hard work.

That's the consensus of broadcasters, advertising agencies, station representatives and networks. There'll be new business on the horizon and tightening up of old schedules.

As business gears for its first peacetime year since 1941, there's a mad scramble for station time. Agency timebuyers say their biggest difficulty is finding availabilities for 1946. For the first time in the nation's history, however, more than 1,000 AM commercial stations are expected to be in full operation by mid-1946.

The FCC is granting commercial FM construction permits, urging broadcasters to get going with this new art. Television proponents are rushing transmitters in the hope of serving up sight-and-sound before many months are gone.

(Other yearend stories on pages 16, 17, 20, 40, 56, 58, 59, 60, 64, 69.)

Conservative estimates place the number of stations—AM, FM and TV—at 2,000 by the end of 1946. While many of these outlets will not be operating on anything like a large commercial scale, nonetheless not a few broadcasters hope to cash in on the first FM advertising dollars ere another year rolls around.

Stiff Competition

Station representatives and broadcasters to a man are firmly convinced that radio's job will be one of stiff competition. During the war accounts came by the scores. There was no merchandise to sell but manufacturers knew the value of keeping name-brands alive throughout wartime production.

Newsprint—a wartime casualty—will be back in full production. Newspapers are planning heavy campaigns to woo radio's clients to the printed page. In spite of all this competition there is nothing but the greatest optimism on the radio front. Indeed, many advertisers are insisting on 52-week contracts, beginning in the new year—just to be sure of station time.

Radio's surplus dollars—if there be any—will go back into providing better service to listeners. Most networks and stations are going all out for public service programs next year. During the war the public became service-minded through thousands of Government messages and civic programs, designed to help win the war by spurring on the home front.

Elaborate construction programs will be undertaken in early 1946 by networks and stations. New studios, new transmitters, increased power, expanded staffs all are definite assurances. Radio's new construction program will run well above $100,000,000.

In New York, the opinion was that radio won't suffer from competition but will be more strongly imbedded in the minds of the American public, as an advertising medium during 1946. The same holds true in Chicago and the West Coast. In Canada, broadcasters anticipate the biggest year in their history, with new commercials going on the air.

Agencies and stations are working together to present the highest type of advertising copy. The American Assn. of Advertising Agencies has undertaken a four-point program to improve advertising. One of the chief aims is better copy. While only a few commercials might be considered objectionable, those few, the AAAA pointed out, reflect on the entire industry, despite the fact that radio and agencies as a whole have striven for good taste in commercials and programs.

Among networks the feeling prevailed that there should be little fear from other competing media, although it was generally agreed that the sales and promotion departments must be more alert than in the past few years.

LOOK TO THE FUTURE

By PAUL A. PORTER
Chairman, FCC

Written for BROADCASTING

BROADCASTERS do not want to indulge in reminiscence and consider the great accomplishments of 1945. It is rather the habit of this industry to look to the future. To prophesy the developments ahead for 1946 requires a crystal ball equipped with radar and other devices for penetrating the invisible. This much is certain: 1946 will be a year of great activity.

Mr. Porter

We at the Commission hope to see FM really established and underway on a large scale during the new year. Television likewise should experience great strides. From the standpoint of the regulatory agency, it is our aim to develop more explicitly certain standards of technical performance, as well as service.

Once the backlog of accumulated broadcast applications has been disposed of, we likewise hope to be in the position to give the industry prompt and efficient service on matters pending before the Commission. Other problems to be resolved include international broadcasting, the wider development of multiple press transmission, the implementation of the great achievements in the common carrier field at Bermuda and the development of standards and policies for new services such as the urban and highway mobile services and other special and safety services.

All in all, 1946 gives promise of the beginning of an important new era in communications and will be a busy, exciting year.

NEW YORK

By BRUCE ROBERTSON

A GENERALLY optimistic outlook for advertising on the air during 1946 was reflected by radio executives of advertising agencies and station representatives in New York, queried by BROADCASTING last week. With more products available for sale to the public and with a pent-up demand for goods unobtainable during the war years, there is bound to be more advertising and radio is bound to get its share of the increase. That is the way the thinking generally runs.

Tempering this cheery view were several statements pointing out that 1946 will bring increased competition from printed media which expect to have ample paper in the coming year to take care of all the advertising they can secure and who, after three years of turning down business, are going to be out full force for all the lineage they can sign up. But the consensus in New York was that even this increased competition will do no more than level off slightly the upward curve of time sales.

More Money Available

"The coming year will bring better business for advertisers and as a direct result better business in radio," maintained Bob Buckley, assistant to Mix Dancer, of Dancer, Fitzgerald & Sample. "More money to spend on advertising seems to be the outlook for next year. Our accounts will be using more and more spot campaigns and network shows."

Radio will have a bigger and better year in 1946 because so many

advertisers are still waiting to buy available time. Radio time has been tight during 1945 but the moment any time opens up it will be grabbed up by those advertisers who have been waiting patiently to use the medium, said Betty Bruns, timebuyer of Ted Bates. She pointed out that advertisers who have been using radio, such as Colgate-Palmolive-Peet, were still interested in buying more time in the coming year. Same firm is bringing out a new product, Veto, a deodorant, and is planning to use a national spot campaign.

Carlos Franco, station relations manager of Young & Rubicam, said 1946 "should bring about a determination of FM as well as television." He predicted a "going to work" feeling in radio for 1946 "since advertising as well as products and services will be in a competitive position."

"It is my belief," he said, "that AM broadcasting as it is at present will be the predominant force, and we should expect another successful radio year in network as well as local advertising."

Business is and will continue to be good, prophesied an official at Donohue & Coe. He revealed that agency's MGM account was planning to increase its spot campaign in the coming year just as soon as time was made available on stations. He also admitted that some accounts that had never used radio before, such as Southland coffee, Atlanta, were, for the first time currently planning radio spot campaigns.

Newell-Emmett Co. looks for "full reconversion in the immediate future," according to Blayne R. Butcher, the agency's radio director. He feels that "1946 should see many clients, who have been handicapped by lack of materials, eyeing radio with an awakened interest." The agency predicts that clients "will undoubtedly scan radio's possibilities much more in relation to sales than during the war years."

Billings Up 25%

Optimistic outlook for 1946 was expressed by Harry K. McCann, president of McCann-Erickson. "I think 1946 will be an excellent year," he said. "The first quarter may start slowly with labor difficulties and reconversion problems, but after the first quarter I think we'll get squared away for an excellent year."

Mr. McCann visualized 1946 as a year of his agency's continued use of radio which, he said, "we feel strongly is a productive medium." Biggest problem of radio use now, he said, was scarcity of available time.

Frank Headley, president of Headley-Reed Co., reported that 1945 billings of his company were up 25% over 1944 and predicted that 1946 will top this year by about 20%, while 1947 will reach still higher levels. His prediction is based, he said, on a year-after-year increase of 20 to 25% over the previous year and on the fact that advertisers will go all out to recapture the public market after years of devoting themselves to war products. Orders already on hand indicate that this trend has commenced in 1945 and it should be accentuated in 1946.

William K. Dorman, radio manager of John H. Perry Assoc., reported 1945 business nearly 50% higher than in 1944 and said that the outlook is even better for 1946. New merchandise on the market, plus people who have not been able to buy many needed things, should equal a great year for advertising and for radio, he believes.

William Esty & Co. expects reconversion, from the advertising point of view, to be relatively painless in 1946. The agency will retain its present air shows through the year and will add several spot campaigns. "We're pretty happy about 1946," said a spokesman.

Less optimistic, Jones Scovern of Free & Peters predicted that time salesmen will have to hustle hard next year to equal this year's volume of business and that they can consider themselves lucky if the 1946 total does not fall behind that of 1945, let alone duplicate the 25% increase experienced this year over 1944. Availabilities are still tight, he said, and with space available once more advertisers and agencies will not be inclined to fight for spots as they have during the war period. However, he thinks that 1946 will still be a very good year for spot provided the station representatives are willing to get out and sell in a way that was unnecessary during the last few years.

Overall, 1945 was "much better" than 1944 and 1946 apparently will be better than this year, according to Paul Senft of George P. Hollingbery Co. Spot business for some of the larger stations fell off during the last few months, he said, but only because of an increase in local business that left these stations with no time open. With radio sets, refrigerators and other electrical equipment returning to dealers' shelves, and with automobiles again on the market, to mention only a few products which have not been available for some years, he predicted a general increase for spot, despite renewed competition of printed media.

MORE CULTURAL PROGRAMS

By HENRY A. WALLACE
Secretary of Commerce
Written for BROADCASTING

DURING the year 1946, I feel sure, we are going to see developments in radio broadcasting that will greatly increase the range and quality of its services to the public. Not only will such improvements as frequency modulation, television, and facsimile broadcasting be brought into wider use, but cultural and informational programs will be developed to cover a greater diversity of subjects and appeal to a wider audience.

Mr. Wallace

We have only begun to realize the immense possibilities of this medium as a means of bringing ideas and information to the citizens of a democracy. The growing popularity of radio forums, addresses, and specialized informational talks serves to emphasize that radio is no longer thought of merely as a device for bringing entertainment into the home—important as this function has been in making life more pleasant and raising the cultural level of the nation. It is now possible to have open and nation-wide discussion of important political and social problems so that all of our citizens may have the facts and arguments on all sides of the dominant issues of the day.

As a consequence of this development, the radio broadcasting industry has taken on a serious responsibility. Under its control is a powerful instrument that can, if properly used, bring enlightenment to the public or, if improperly used, become the voice of special interests. I urge the American broadcaster to remember this responsibility and to make the most of his opportunity to bring ideas and information to all our citizens so that our democracy can function as it should in the atmosphere of free and open discussion. If the full potentialities of the radio are realized, we can demonstrate that science and technology can aid us, and not defeat us in our effort to maintain sound government and a sound society in this complex century.

Drawn for BROADCASTING by Sid Hix
"I understand Benrus is looking for talent!"

CHICAGO

By FRED SAMPLE

WITH THE biggest spot and national business in their history, Chicago radio stations, agencies and representatives predict even a bigger and more prosperous 1946.

Despite the severe loss of prestige as many outstanding programs and talent shifted to New York and Hollywood in the last year, Chicago will continue to be the hub for radio advertising in the Midwest because most of the management and production headquarters of clients are located there. Talent and production costs, too, are lower in Chicago than either New York or Hollywood.

Generally agency and station executives were most optimistic about 1946. While they admit that virtually all the choice time segments were taken in 1945 and will continue sold throughout 1946, agencies, working with station program departments, are developing new types of ear-catching programs in the heretofore less valuable periods.

Dearth of Time

About the only thing that will prevent Chicago radio from enjoying a far better year in 1946 than 1945 will be a dearth of time. Nearly every agency timebuyer had the same story—"We have the money, our clients want to go on the air;

(*Continued on page 59*)

Number of Stations May Double in 1946

2,000 Before End Of Year Seen By FCC

By JACK LEVY

THE YEAR 1946 may well see the largest expansion yet recorded in the history of radio.

The aggregate number of broadcast stations in the various categories, including standard, FM and television, can be expected to double during the year. That means there will be around 2,000 stations operating before 1946 comes to a close.

Television will be firmly established during 1946 on a commercial basis. Network operations on a limited scale should get under way by summer. It is possible that 50 television stations will be on the air or nearing completion as the year ends.

FM Real Challenge

FM will become a real challenge to AM in 1946 in the field of sound broadcasting. At least 500 FM stations should be completed or under construction during the year.

The number of standard stations should approach the 1,200 mark by the end of 1946. Final action on about 250 competitive applications scheduled for hearing during the first quarter, involving new stations and changes in facilities, can be expected by the year's end.

The foregoing represents the outstanding broadcast developments foreseen for 1946 by FCC authorities in the light of applications received, preliminary actions taken, grants issued, proceedings scheduled, and plans projected. They represent minimum indications of things to come. A substantially larger expansion is quite possible.

There is one controlling factor in 1946 expansion: the ability of manufacturers of broadcasting and receiving equipment to get their products into the hands of stations and listeners. A recent FCC survey [BROADCASTING, Dec. 17], showed that the majority of manufacturers will not promise delivery on new orders for FM transmitters until the latter half of the year and that the higher power units will not be generally available until 1947.

Difficulties are also being encountered in production of FM receivers but there are indications that a few large companies, at least, will have models ready for delivery by Spring. The availability of combination sets will determine just how soon existing FM broadcasters abandon the old band entirely.

In television, the equipment factor will likely be more controlling in the establishment of stations than in the case of FM. It was indicated during the hearings last October on rules and regulations and standards for television that equipment would not be available for a year [BROADCASTING, Oct. 15].

The coming of 1946 was preceded by major preparations for projected expansion. Since V-J Day, the Commission issued its Rules and Regulations and Standards of Good Engineering Practice for both FM and television. Only the revised Rules and Standards for noncommercial FM remain to be formulated. As there are but 20 channels allocated for a nationwide educational FM network, different standards will be required. These will be issued within a few months.

No one can predict, however, when the standards will be presented for color and high definition black-and-white television in the upper frequency range between 480 mc and 920 mc. This development, it appears, is definitely in the experimental stage and must await further proof of practicability.

Despite a big dent in its case load, the Commission still had approximately 1,000 applications still to be acted upon as the year ended, new applications having been filed almost daily during the closing months of 1945. A good portion of these will be granted during the first few months of 1946 while others, especially television cases, will be designated for hearing.

Aside from expansion in broadcast services, there are a number of major developments in the offing for 1946 of vital interest to broadcasters. Most significant are (1) the forthcoming North American nations broadcast engineers' conference to consider revision of the Havana Treaty; (2) possible extension of the North American Regional Broadcasting Agreement (NARBA) for two years during which time extensive preparatory work will be in progress looking toward formulation of a new treaty which may well include television and FM; (3) decision on the issues to be presented at the clear channel hearings beginning Jan. 14; (4) clarification of the status of the 540 kc frequency.

World Conference

During 1946 there will also be a world telecommunications conference which will undoubtedly have a bearing upon each of the broadcast services, particularly international broadcasting.

The coming year should see a clarification by the FCC of its position with respect to renewal of licenses, since there are at present several hundred expired licenses on temporary extension. While insufficiency of personnel to pass on renewal applications has been given as the ostensible basis for issuing the temporary continuances, it is no secret that the Commission has kept an eye on programming.

The year finds FM starting off as a brand new service, with actual operation in its changed spectrum location to bring out whatever imperfections exist. While the engineering standards formulated for the service are accepted it is possible that adjustments in the standards may be required. This, however, is a continuing problem, not only with respect to FM but to other radio services as well.

Lastly, the status of the FCC itself may undergo some change as the result of passage by Congress recently [BROADCASTING, Dec. 17] of a measure giving the President broad powers to reshuffle government agencies. Separate legislation would be required under the bill to reorganize the Commission and should the Chief Executive make such a recommendation extensive hearings will be required.

RADIO—A DOMINANT FORCE

By JUDGE JUSTIN MILLER
President, NAB
Written for BROADCASTING

BROADCASTERS look forward to the new year fortified both by improved technology developed in the stress of military crisis and by new methods of bringing culture and entertainment to the American audience—an audience that has enjoyed the finest broadcasting in the world.

Judge Miller

FM, television, facsimile and other developments are emerging from the laboratory into the field of commercial broadcasting. Again America is taking the lead in introducing these newest products of the scientist's genius.

Those in whom rests the responsibility of maintaining this free radio system look back to the trying war months with pride as they recall the performances of American radio in time of crisis. They are pleased that all elements in the national life have recognized radio's efforts to fulfill its obligation.

The NAB enters the new year with the strongest organization in its history. All departments have been or are being re-equipped to meet the growing needs of an expanding industry; new departments are being added as the need arises.

All progress brings problems—difficult problems for which frequently no precedents exist. NAB is preparing to anticipate and to meet these situations as they develop. Broadcasters again pledge their time, their energies and their hearts to the people of the United States, a nation which has come to depend upon American radio as the dominant force in preserving its democratic way of life.

Radio Highlights, Headlines: 1945

(Major Events of Year as Chronicled in BROADCASTING)
(See issues of BROADCASTING nearest each date given for full details)

Jan. 1—Radio enters its 25th anniversary year with many events scheduled to commemorate art's accomplishments.

Jan. 1—Maj. Glenn Miller, orchestra leader and radio personality, presumed lost in Europe after having boarded plane in London Dec. 15 to precede orchestra to France to play for American troops. Subsequently reported missing.

Jan. 3—House Select Committee to Investigate FCC ends hectic two-year life with clear bill of health to Commission, but with recommendations for sweeping revision of Communications Act.

Jan. 5—NAB 1945 convention tentatively scheduled for first week in May cancelled by war edict against large group meetings.

Jan. 5—Hugh M. Feltis, who sparked drive for standard audience measurement plan for radio, named president of newly-created Broadcast Measurement Bureau Inc.

Jan. 8—Radio during 1944 contributed upwards of $66,000,000 of time and talent to war effort through OWI Radio Bureau allocation plan, according to George P. Ludlam, chief, Radio Bureau.

Jan. 13—Gross time sales of Blue Network (ABC) during 1944 totaled $41,356,129, representing increase of 66.3% over 1943 gross of nearly $25,000,000.

Jan. 15—Paul A. Porter, publicity director of Democratic National Committee during President Roosevelt's fourth-term campaign, confirmed as new chairman of FCC, succeeding James Lawrence Fly, who resigned to practice law.

Jan. 16—FCC announces spectrum-wide allocations above 25 mc to provide vast space for development of new services following war. Proposal would move FM from 50 mc area to 84-102 mc, but with 90

(*Continued on page 54*)

Petrillo Problem Ready for Showdown

NAB Girds for Fight as Situation Becomes Industry-Wide

POSSIBILITY of showdown in music situation developed last week, with networks and stations looking into steps necessary in case a strike should eventuate. Negotiations with foreign groups for musical programs were shelved and State Dept. feared music czar's orders would interfere with diplomatic dickerings. NAB President Justin Miller would like to meet with Petrillo but has no indication if or when it can be arranged.

BROADCASTERS last week considered AFM President James Caesar Petrillo's latest edicts as putting the music problem on an industry-wide basis, not for any single element alone, with radio's position due to be formulated by the NAB Board of Directors in their meeting in Los Angeles this week [see story this page].

Although NAB President Justin Miller has been treading water until he can meet with Mr. Petrillo, the course of events of the past week appeared to make it essential for the industry to state its position. Industry eyes also turned toward Congress and particularly the Lea bill (HR 4737) for possible relief, but a strong segment feels it is time for a showdown even at the risk of a musicians' strike.

(*Other Petrillo stories on pages 38, 61, 65, 69.*)

Record Fill-Ins

In event of a strike, it was considered probable that networks and stations alike would fill in with transcriptions and recordings, as well as a cappella choirs and possibly pickups of non-union musical groups. Possibility of formation of a new musicians' union within the CIO—AFM is affiliated with AFL—was not overlooked since overtures toward that end have been made in the past.

An AFM strike would mean that the major networks would have to abandon, at least temporarily, their policy against use of recorded programs on network time. This rule was waived during the war in cases of important news reports that could not be handled by regular pickups. ABC and Mutual long ago relaxed their bans on recorded broadcasts.

Second Demand Unnoticed

Cause of the latest flareup in the music situation was Mr. Petrillo's demands [BROADCASTING, Dec. 24] that the networks after Dec. 31 broadcast no more musical programs from abroad (except from Canada) and that they "do something" about the fact that only 275 network affiliates employ staff musicians while 411 do not. He wants every network affiliate to employ musicians.

While the ban on broadcasts from overseas was front-page material for newspapers, the more important demand—employment of musicians by affiliates—went practically unnoticed. Mr. Petrillo advised the presidents of the major networks he would be "happy" to call a meeting of network representatives to discuss the problem. In the meantime he suggested that they "cooperate by advising these stations that something must be done to remedy this situation," thereby renewing his oft-repeated implied threat of punitive action against the networks through "secondary boycotts."

Press association reports said the Petrillo letter on overseas programs was sent to NAB. Actually, the letter went to the heads of the four major networks.

At the NAB board meeting, President Miller will be prepared to present a detailed report on developments in the music situation since he took office Oct. 1. Just when he will meet with AFM President Petrillo remains uncertain, but it appeared last week the conference would be delayed by Mr. Miller's attendance at NAB district meetings.

As a direct result of the Petrillo order, negotiations between American and Italian networks were reported being shelved temporarily. Parleys had been arranged for the promotion and exchange of programs between American and Italian networks, by Dario Soria, American representative for the two Italian networks, Radio Italiana and Radio Audizoni Italia. Mr. Soria has just returned from a two month trip to Italy.

Mr. Soria, who also is in the CBS production department, returned with a number of sample recordings prepared by RAI for use on stations here. In exchange he planned to send sustaining and commercial programs to the Italian networks.

BBC Officials in Washington

Meanwhile, it was learned that BBC officials had gone to Washington to ask the State Dept. to intercede in the ban on broadcasts from overseas. The edict affects many shows, most prominent of which are *Atlantic Spotlight* on NBC, Saturdays 12:30-1 p.m., and *Transatlantic Call* on CBS, Sundays 1 p.m.

The State Dept. was reported worried over possible detrimental effects of the Petrillo ukase on U. S. efforts to establish better relations with foreign powers. One diplomatic source thought the ban might cause trouble for a special mission leaving this week to set up a medium wave transmitter for the U. S. in Frankfurt, and that it might also bring trouble for the Office of International Information and Cultural Affairs by causing foreign nations to retaliate by banning American broadcasts.

Mark Woods, president of ABC, which he said would not be affected immediately, asserted he had written Mr. Petrillo that ABC will "continue in the future to broadcast a number of foreign programs, particularly those necessary to promote harmony with our former Allies." Where these are musical programs, he said, ABC hopes to get AFM permission to broadcast them.

AFM Demands on Agenda for NAB

New Employe-Employer Group Works With Miller on Plans

HEAVY lineup of business for NAB board meeting became a lot heavier last week as impact of Petrillo edicts became clear. Music now is No. 1 problem facing board. NAB President Justin Miller, operating without benefit of board policy or directive, will tell what he has done to date and ask board counsel on the situation. Top man to head new employe-employer relations department is sought.

TWO-PLY order of James C. Petrillo, AFM president, banning foreign musical pickups and demanding musicians at all network affiliates, dominates the agenda of the NAB Board of Directors, meeting Jan. 3-4 at the Roosevelt Hotel, Hollywood.

Sudden outburst from Petrillo will be discussed at length by the board but will not push aside the heavy agenda covering current NAB operations and plans for heavy expansion of association activities [BROADCASTING, Dec. 24].

Left Thursday

Headquarters contingent of NAB left Washington Thursday for the West Coast, planning a stopover at Chicago for the Friday meeting of FM Executive Committee at the Palmer House. In the party were Justin Miller, NAB president, and C. E. Arney Jr., secretary-treasurer. Edward M. Kirby, public relations counsel, leaves Washington Jan. 1 by plane.

In reporting to the board on the music employment situation, President Miller is working with the guidance of the Employe-Employer Relations Committee, an industry-wide advisory group named in November to represent all broadcasting interests. The board will go over plans for the new NAB Employe-Employer Relations Dept., already embarked on fact-finding functions. The department was authorized by the board early in 1945, with a $60,000 budget approved. President Miller and Executive Vice President A. D. Willard Jr., are combing the field for a top-notch labor relations specialist to head the department. An appointment is expected in the near future.

Key to NAB's handling of the music situation has been the maintenance of a united front. The board will review the entire labor relations situation and go into steps taken since Petrillo handed down the recent edict.

Following the board meeting, Messrs. Miller, Arney and Kirby will attend the first of a series of NAB district meetings, the 16th District to be held Jan. 7-8 at the Roosevelt in Hollywood. They will be joined by Frank E. Pellegrin, director of broadcast advertising.

District meetings will be given complete reports of the board meeting, along with detailed plans for association operation during the year. President Miller will go on to San Francisco for the 15th District meeting Jan. 10-11 at the Fairmont Hotel, San Francisco, accompanied by the three others from headquarters.

On to West

Mr. Kirby will return to Washington after the San Francisco meeting, the other three continuing to Seattle for the 17th District meeting Jan. 14-15 at the Hotel Olympic, Seattle. They will return to Washington during a 10-day gap in the schedule, when Mr. Willard will join Messrs. Miller and Pellegrin for the swing through midwestern and mountain states.

Mr. Pellegrin will hold two sessions at each of the district meetings—sales managers and small market stations. He is slated to make the entire circuit of district gatherings.

Sales managers will discuss the proposed standard rate card formats, approved recently by the Sales Managers Executive Committee. Five suggested forms suitable to timebuyers are to be reviewed.

(*Continued on page 53*)

Faultfinder

When scientists want to check the interior structure of metals they use an X-ray camera.

You'd think they'd be as big as atom smashers. But they're not. They're tiny, as you can see.

To do a big job right on a big thing . . . size is not always the answer. The war proved otherwise.

And to get big audiences at a low cost in radio, you need not necessarily call on the big and glamorous station-call letters.

W-I-T-H, the successful independent in Baltimore, is authority for that.

In this five-station town it's the little fellow . . . W-I-T-H . . . that delivers the greatest number of listeners for the lowest-cost-per-dollar-spent.

W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

Sarnoff Foresees 'Radio Sight' Era

RCA Head Says War Gave Progress 10-Year Boost

BRIG. GEN. David Sarnoff, president of RCA, looked into the future last week, saw rosy electronic visions of radar and television developments in 1946 which will begin "the era of radio sight."

Gen. Sarnoff

The feverish scientific progress in the war years, said RCA's president in a yearend report, has "given long-range radio vision to mankind." The same scientific energy, applied in peace, may well provide mankind with rewards "much richer and far more productive" than "conquest of people (or) lust for territorial expansion" provide.

War-busy scientists revolutionized every phase of radio. "In 1946 that scientific revolution will become continually more apparent to the public as secret weapons are freed for application to everyday use," Gen. Sarnoff said. "Instruments and services which in the normal course of events might not have appeared until 1960 should therefore be in use before 1950."

TV Activity

Television, he pointed out, has been made practical for the home. By the end of 1947, he predicted, after equipment production is in gear, "considerable activity in television broadcasting may be expected."

Refinements in electron tubes, of which RCA alone has developed more than 150 new types, open the door to radio vistas undreamed-of a few years ago.

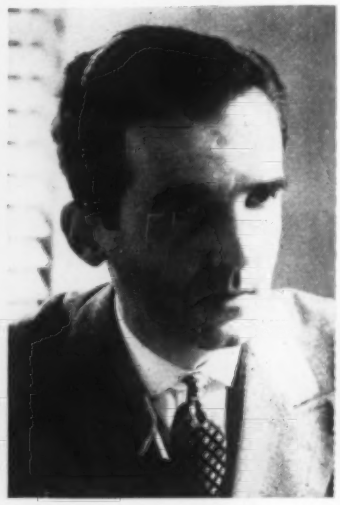
"The electron tube, which extended man's range of hearing around the world, now enables him to see distant events and people far beyond the range of the human eye," Gen. Sarnoff said.

Radar, the mystery miracle of war, will lend its ghostly, yet helpful hand to peacetime air and seamen, introducing new safety factors into navigation through weather conditions once thought perilous, he said.

In the welter of scientific research, Gen. Sarnoff sees a chance for untroubled peace, a hope for fruitful survival. "Today American ingenuity is at the forefront. Here is the great opportunity for youth. Encouraged to pioneer in research and to follow science as a career, it will furnish the leadership to make this country unsurpassed in every realm of science . . . Our national security, our progress in peace and our future as a nation depend upon science, which has lifted war and peace into a new dimension by the annihilation of Time and Space."

CBS STRENGTHENS PROGRAMS

Taylor, Murrow, New Vice Presidents, Plan Long-Range Schedules



Mr. Murrow

Mr. Taylor

WITH ELECTION of Edward R. Murrow as vice president in charge of public affairs and Davidson Taylor as vice president in charge of all programs other than public affairs [BROADCASTING, Dec. 24], CBS has begun long-range planning to augment its program structure.

Mr. Taylor last week announced formation of a new production unit to give special attention to comedy programs. Irving Mansfield, for four years producer of the *Fred Allen Show*, joins the unit Jan. 1, reporting to Mr. Taylor.

Mr. Murrow, who served as chief of CBS European operations for eight years, returns to London in February for about three weeks to wind up his affairs there, before settling down in his new executive post. Upon his return to the U. S. he will supervise all news, special events, educational and kindred broadcasts.

One of Columbia's top commentators for several years, Mr. Murrow will relinquish all newscasts except his Sunday afternoon commentaries for American Oil Co., Baltimore, which he continues until the contract expires Aug. 11, 1946. Account is handled by Joseph Katz Co., Baltimore.

Mr. Murrow joined CBS in 1935 as director of talks and education after serving as assistant director of the Institute of International Education. Since 1937 he had been European director of CBS, headquartering in London.

Mr. Taylor returns to the network after overseas civilian service with the Information Control Division, U. S. forces. He became affiliated with CBS in 1933 and served successively as announcer, director, producer, director of music and assistant director of programs before entering Government service in 1943. He formerly was with WHAS Louisville.

Fleetwood 90%

PHILIP MORRIS & Co., New York (Fleetwood cigarettes), Dec. 31 starts 30 programs weekly on five New York stations with a total of six and a half hours time on each station weekly. Stations carrying 15-minute and half-hour programs include: WEAF, 11 programs; WJZ, five programs; WABC, three programs; WNEW, five programs; WOV, six programs. Contracts are for 13 weeks. Ninety percent of the advertising budget is being used for radio. Agency is Cecil & Presbrey, New York.

Woods Pays Honor To Net Advertisers

"FOR RADIO, as for the nation, 1945 was a convulsive year of tragedy and exultation," Mark Woods, president of ABC, said in a yearend statement. ABC, he asserted, felt the "deepest gratification" in "helping to bring the country through to the end of a great conflict: Directly, by utilizing our facilities and talents to spread messages that helped to curb inflation, sell Victory Bonds and keep war workers on the job; indirectly, by carrying news back from the battlefields to the main streets of America."

Mr. Woods

Mr. Woods gave special credit to ABC's advertisers whom he characterized as "the life-blood of American commerce" for bringing programs of "comfort, enlightenment and comedy to the people." They placed $40,000,000 of gross sales with ABC in 1945.

For 1946, ABC has great plans, he said. ABC expects to expand its operations in television, research, programs and sales.

Colgate Campaign

COLGATE - PALMOLIVE - PEET Co., New York, has started a test campaign in southern markets for new product Veto, a deodorant. Firm expects to start a national spot campaign for Veto in March through Ted Bates Inc., New York.

LaRoche, Former ABC Vice Chairman, Heads Sherman K. Ellis & Co. Board

CHESTER J. LaROCHE, former vice chairman of ABC, last week became chairman of the board of Sherman K. Ellis & Co., New York and Chicago. On Jan. 1 the agency's name will become LaRoche & Ellis Inc.

Long prominent as an advertising executive, Mr. LaRoche was associated with Young & Rubicam for 19 years, the last six as president and chairman of the board. One of the founders of the War Advertising Council, he was its first chairman and served in that capacity two years.

Mr. LaRoche

Mr. LaRoche became one of the principal stockholders of ABC at its formation and was vice chairman of the network.

Change in the Ellis Agency's name with the inclusion of Mr. LaRoche as board chairman involves no other personnel changes, Mr. Ellis reported. The agency will continue operation of its present offices at 247 Park Avenue, New York, and 141 West Washington Boulevard, Chicago.

In assuming his new duties, Mr. LaRoche said the agency's plans for future operations contemplate two objectives: (1) To find new ways to lower the cost of selling goods, and (2) to explain business' right to sell goods at a profit.

"Business leadership in the future will depend largely on the skill and ingenuity exercised by individual companies to operate profitably," said Mr. LaRoche, "plus their ability to show a good citizen's concern with community and national problems . . . There is no conflict between good business and good citizenship."

"Business," he said, "has in its advertising a force of great social as well as economic importance. The possession of this power brings with it the responsibility to use it wisely. The advertising agency has an unparalleled opportunity to help business management fulfill this responsibility."

The Oklahoma Publishing Company Announces

the Appointment of

CAPTAIN P. A. SUGG, USNR
MANAGER OF STATION WKY

Effective January 1, 1946

CAPTAIN P. A. SUGG comes to WKY directly from the U. S. Navy where, since 1940, he was engaged in radar and electronic development and in the establishment and operation of the Navy's gigantic electronic training program.

At the outbreak of the war he was assigned to the staff of Admiral Chester W. Nimitz, Commander-in-Chief of the Pacific Fleet, and thereafter played a major role not only in the development of radar itself but in the establishment of methods and schools for the training of thousands of men in its operation and maintenance. At war's end he was Commander of the Navy's only school in this country for airborne electronic training at Corpus Christi, Texas.

Prior to entering the service, Captain Sugg served eight years in various technical capacities with the National Broadcasting Company in San Francisco, six of them as control supervisor for the western division.

With the constantly increasing technical complexities of radio already being multiplied by the arrival of FM and television, the Oklahoma Publishing Company feels fortunate in securing a man of Captain Sugg's technical background combined with manifest organizational and executive abilities to fill this important position.

WKY embarks on the new year and a new radio era with an experienced and able pilot at the helm.

WKY • OKLAHOMA CITY

NBC Network • 930 Kilocycles

Owned and Operated by the Oklahoma Publishing Company
The Daily Oklahoman and Times—The Farmer-Stockman
KVOR, Colorado Springs—KLZ, Denver (Affiliated Mgmt.)

REPRESENTED NATIONALLY BY THE KATZ AGENCY

Asch Irks Cosgrove and Vice Versa

RMA Feud Starts Over Advertising Claim for FM

By ROBERT K. RICHARDS

THERE ARE raised eyebrows among members of the Radio Manufacturers Assn. because there's a suspicion that the association president, R. C. Cosgrove—who also is executive vice president of Crosley Corp.—has his letterheads mixed.

It all began Aug. 28 when WBCA Schenectady, one of the few independent commercial FM stations placed a half-page advertisement in that city's daily *Gazette*.

The advertisement proclaimed in bold headlines: "IF YOU BUY A NEW RADIO WITHOUT FM YOU'LL OBVIOUSLY HAVE AN OBSOLETE RADIO."

Tear-sheets of this advertisement were sent to leading radio manufacturers by WBCA's owner-manager, Leonard L. Asch. The advertisement quoted some of these manufacturers (note facsimile).

Comments Sought

Among those to whom the enclosure was addressed were Comdr. E. F. McDonald, president of Zenith Radio Corp.; Ray H. Manson, president, Stromberg-Carlson Corp; E. Patrick Toal, sales manager, General Electric Co.; Frank M. Folsom, executive vice-president of RCA in charge of Victor Division; and to Mr. Cosgrove.

About 20 others who received Mr. Asch's communication either did not comment or their observations were not available.

Mr. Asch's letter of transmittal was dated Aug. 29. It asked for comments. Comdr. McDonald of Zenith responded Sept. 17:

"The ad which you enclose . . . is one of the most constructive and forceful ads that I've seen in many a day. It is going to make your public stop, look, and listen.

"The one thing that the American public hates to do is to miss something. That is why they bought shortwave sets even though they didn't use the shortwave. They didn't want to miss something that was flying through the air that they could have for nothing, if they had the proper receiver. That same philosophy is going to apply in FM. Keep up the good work! I think we'll do something along the same lines here."

Mr. Cosgrove, who was addressed in his capacity as RMA president, did not agree that it was "good work." He wrote to Mr. Asch Oct. 2, stating (under an RMA letterhead):

"Unfortunately, I have been away from the plant, almost constantly, since receiving your letter of Aug. 28th, regarding your advertising campaign on FM sets, but I have had it with me and have talked to a number of people about it.

"I wonder if you realize that the vast majority of radio sets will not have FM in them because the cost of sets with FM will be about $60 retail, and more than half of the industry's volume is below this level?

"Your statement to the effect that if you buy a new radio without FM you obviously will have an obsolete radio is misleading because this is not so.

"Crosley, like all other manufacturers, will have FM in its radio models that are priced at a level to provide for this service.

"I am wholeheartedly supporting the FM program, so don't get me wrong, but I think the kind of advertising that you are doing is detrimental to the industry. What is the sense of confusing people and telling them that unless they get a certain type of radio set they will have an obsolete model when over half the industry's production will not have FM in it?

"Frankly, I think the advertising is ill-considered and damaging. I don't know whether the companies you have identified in your advertisement reported the program as you have outlined it, or whether you have just taken excerpts from statements without having a relationship to the purposes for which you are using them.

"If you have this advertising money to spend, it seems too bad it can't be spent in a constructive way."

Mr. Crosgrove signed himself as president of RMA.

At this point a rumbling of discontent within the RMA began.

And Mr. Asch got mad.

He had by this time received written comment from Mr. Folsom (RCA) on his series: ". . . I consider it very well done"; and from Mr. Manson (Stromberg-Carlson): ". . . I am referring this to our Sales Division and am sure they will be greatly interested in this new campaign which you have started"; and from Paul W. Kesten, execu-

(*Continued on page 52*)

THIS STARTED IT—

If You Buy A New Radio Without FM

You'll Obviously Have an Obsolete Radio!

GENERAL ELECTRIC
"The greatest advance in radio reception since the days of earphones—FM."
"A radio without an FM key will soon be as outdated as the horse and buggy."

STROMBERG-CARLSON
"You surely should . . . now that you are about to buy your new radio, get one complete with the FM ultralow reception band already built in. Otherwise, before long you'll need another new radio."

ZENITH
"A thrilling new kind of radio reception. If you've never heard the new FM clarity, depth, roundness, beauty, and purity you yourself this treat."

PHILCO
"FM reception is no longer a luxury. It is yours now . . . in a new and different way that gives you better all-around performance for the price you pay."

RCA
"Super-FM is another 'modern miracle' . . . you'll owe it to yourself after the war, to hear RCA superFM before you buy."

FREED-EISEMANN
"Frequency Modulation will certainly replace standard broadcast operation, and FM will surely demonstrate its superiority to millions of listeners and new set owners."

MOTOROLA
"Radiant, constant quality tone—with virtually no static, interference or fading! These briefly are the reasons that so many of your customers will demand FM in their postwar radios."

BROADCASTING MAGAZINE
"Standard Broadcasting, which this year celebrates its 25th anniversary, will be replaced entirely by FM except for scattered clear-channel stations, covering remote rural areas. That is the consensus of leading broadcasters, who were among some 25 witnesses appearing before the F.C.C. last week."
"He [Paul Porter, chairman of the F.C.C.] made it plain that the F.C.C. believes FM eventually will replace AM except possibly for clear-channel stations (perhaps with high power) serving remote rural areas."

RADIO DAILY
"E. K. Jett, F.C.C. member, in a broadcast over CBS the other night, advised his listeners to make sure and buy a combination AM and FM receiver when they go to the market."

DR. W. R. G. BAKER, VICE PRESIDENT, GENERAL ELECTRIC CO.
"FM now is an established broadcast service with a bright future."

PAUL W. KESTEN, EXECUTIVE VICE PRESIDENT, CBS
"FM contains in itself almost the whole future of radio broadcasting."
"Most of us at CBS have believed, from the very early days of FM, that except in certain rural areas, FM was technically destined to replace AM—transmission, in purity and inevitably as the tungsten lamp was destined to replace the old carbon filament."

MARK WOODS, PRESIDENT ABC (Blue)
"American has requested all affiliates to file for FM facilities." "I think it is desirable to get the program service on FM as rapidly as we can, because it is a better service."

NILES TRAMMELL, PRESIDENT NBC
"Radio faces new and revolutionary era of technical advances that will demand greatest utilization of resources, skills, operating experience and new pioneering courage. FM will permit advancement on three major fronts: (1) Sound broadcasting will improve with high-fidelity service free from noise and static (2) Thousands of new stations and many networks. (3) Creation of local and sectional television, combining new service of sight with FM sound broadcasting."

T. A. M. CRAVEN, VICE PRESIDENT, COWLES BROADCASTING CO.
"It is predicted the public will prefer FM to AM. thus will discard AM."

IRA A. HIRSCHMANN, VICE PRESIDENT, METROPOLITAN TELEVISION, INC.
"Convinced FM eventually will replace AM with super-power clear-channel stations remaining for AM for rural coverage."

MONTGOMERY WARD
"Radio's newest marvel . . . FM provides music and entertainment that is life-like in realism and clarity."

WBCA broadcasts smooth FM programs 16 hours daily
MUTUAL BROADCASTING SYSTEM AFFILIATE

LEADING FIGURES IN FM ADVERTISING CONTROVERSY

MR. ASCH — MR. COSGROVE — COMDR. McDONALD — MR. PORTER — MR. KESTEN — MR. MANSON

in 1945...

as in 1944...

but, dear sirs, we could

SO, TO BEGIN . . .

WOR, in 1945, carried—is carrying—more spot business than any other major station in New York.

More specifically WOR repeatedly carried more spot business than all other major New York stations combined.

Turning another figure-freckled page gingerly, we might add: That month after month, for every month during the years 1944 and 1945, more advertisers used WOR *exclusively* than used any other major New York outlet.*

**According to National Radio Records*

WE DO NOT think that the recent eclipse of the moon in mid-December, or the continuing absence of the little old lady who used to sell lavender at 45th St., near Madison, in New York, has any great bearing on these facts.

We think the reasons are that shrewd spot advertisers from Portland (Maine) to El Paso know...

...as in ...

...go so *far* back!

... that no station covers New York, and 15 of America's other great cities, quite as intensively, economically and productively as WOR.

... that no station has been used alone as often as WOR to make markets for new products, and solidify and extend markets for old ones in one of the greatest listening territories on the Eastern Seaboard.

... that, since its founding in 1922, WOR's unique personalities and intimate methods of programming have so cultivated the confidence and warm friendship of the majority of the 18,399,713 people in WOR's 7-state area, that spot selling works more quickly—and stays working longer—on

that power-full station **wor**

at 1440 Broadway, in New York

MUTUAL

JANUARY 4

WKBZ
Goes To
MUTUAL

Since 1926, Twenty years ago, WKBZ has been MUTUALLY growing with WESTERN MICHIGAN.

In 1946 WKBZ starts growing with the MUTUAL BROADCASTING SYSTEM. We open the radio gateway to 300,000 people in Western Michigan, 150,000 of them in the GREATER MUSKEGON AREA.

With WKLA, Ludington; WATT, Cadillac and WTCM, Traverse City, WKBZ, MUSKEGON makes Mutual 100% in WESTERN MICHIGAN. The only primary coverage in Western Michigan comes from these four stations. Join your forces with Mutual and WKBZ in 1946.

WKBZ
MUSKEGON, MICH.
FIRST STATION
IN WEST MICHIGAN
EST. 1926
Ashbacker Radio Corp.

AAAA Announces Four-Point Plan to Improve Advertising

High Calibre Personnel, Public Understanding Stressed; Better Copy Content Also Is Aim

By FREDERIC R. GAMBLE

AS WE ENTER the New Year, broadcasters may be interested in some of the things the agencies are attempting to do through the AAAA, which have a bearing on radio.

Mr. Gamble

There are four major areas in which we are working toward improvement: (1) Future personnel; (2) fact finding; (3) content of advertising; (4) understanding of public relations of advertising and the agency business.

Future Personnel

We are interested in getting the highest possible calibre of future personnel and have some plans under way for attempting to do this in an organized way instead of by the hit-or-miss methods of the past. Whether this will succeed or not remains to be seen, but we are making a serious effort.

Our work in this area involves clearing houses for returning agency veterans and people replaced by veterans; cooperation with advertising clubs and other local organizations on the guidance of veterans who are interested in advertising. Looking still farther ahead, we hope to draw into advertising the ablest young people of the future. The kinds of minds we have and the facts we work with are the two major factors in the quality of the advertising we produce.

Hence we are redoubling our efforts in the field of fact finding, where we have been active for many years. One of the newest and most important developments in radio is the Broadcast Measurement Bureau, in which we are cooperating with NAB and ANA. Its first reports should be nearly ready to publish before the end of 1946.

Objectionable Content

Improving the content of advertising is one of the most difficult jobs. There is only a small percentage of objectionable material, but it tends to lessen the effectiveness of all the rest of advertising by undermining people's confidence and offending their tastes. What can be done about this small percentage of objectionable advertising is a real problem of the broadcasters and advertisers as well as agencies. There is some indication that we may be able to work together toward a solution of this problem.

Everyone in advertising feels, I am sure, that it needs to be better understood by the public. It plays a great part in distributing the goods and services of American industry, but like all selling, of which it is a part, it is often not popular. Maybe people will never cheer about selling and advertising, but if they understand the dynamic part it plays in making our economy prosperous they will look on it, I am sure, with more favor.

A great part of our energy and activities will be devoted during the next year to the carrying out of these programs. In this, we will need and welcome the cooperation of the broadcasters.

Television May Result In Better Movies—Pierce

VIDEO and motion picture theatres will be able to live together in harmony without too much difficulty, according to Cameron G. Pierce, television expert of General Electric. During an open forum meeting of Southern California Theatre Owners Assn., Mr. Pierce said television's competition may even result in better motion pictures.

Besides covering adaptation of video to film industry, he voiced belief that television will command at least one billion of the three billion dollars in advertising money spent yearly. Because of cost involved, networks that span the country will be mostly radio relay instead of coaxial cable, he said, explaining that booster stations at horizon distances across the country cost approximately $1,000 a mile while coaxial cable cost is estimated at $3,000 a mile. Mr. Pierce estimated that film theatres can be equipped to bring television special events and other programs to patrons at a cost between $25,000 and $75,000. He reminded that it takes approximately $350,000 just to install televising equipment in a video station.

Service Resumed

MACKAY RADIO & TELEGRAPH Co. will resume personal message service to passengers and crews of ships at sea throughout the world effective at midnight Dec. 31 when restrictions on ship-to-shore communications are lifted. Warren Lee Pierson, president of American Cable & Radio Corp., parent corporation of Mackay, announced last week. At the same time three powerful coastal transmitting stations owned by Mackay, but leased to the U. S. Coast Guard during the war, will be returned to private operation. Stations are at Amagansett, L. I.; Palo Alto, Cal., and Hillsboro, Ore.

GLOOBITY ABAAH ABAAH WUX DA *

THE NEW

WJJD

CHICAGO

* *Special translation for adults only: "The Merriest of Christmases . . . the Happiest of New Years, to all of you from all of us at the New WJJD."*

A MARSHALL FIELD STATION REPRESENTED NATIONALLY BY LEWIS H. AVERY

Austen M. Curtis

AUSTEN MANSFIELD CURTIS, research engineer of the Bell Telephone Laboratories, New York, the first man to hear spoken words transmitted across the Atlantic via radiotelephone in 1915, died Dec. 22 in the South Orange, N. J. General Hospital. He was 55. Born in Brooklyn, Mr. Curtis joined the United Wireless Co. in 1907. In 1912 he was placed in charge of radio operations on an expedition up the Amazon River for the Brazilian government. In later years, Mr. Curtis was engaged in research in voice-operated devices. He leaves a widow and two daughters.

Kellogg Renews Three

KELLOGG Co., Battle Creek, Mich. (Gro-Pup dog food), Jan. 1 renews for 52 weeks "Kellogg's Home Edition" on full ABC network, Mon.-Fri. 11:30-11:45 a.m. For Pep cereal Kellogg Jan. 1 renews for 52 weeks "Superman" on full Mutual network Mon.-Fri. 5:15-5:30 p.m. Also for Pep cereal Kellogg on Jan. 1 renews for 52 weeks "Breakfast in Hollywood" on full ABC network Mon.-Fri. 11-11:30 a.m. Agency is Kenyon & Eckhardt, New York.

* Gloves for Replies

A PAIR of gloves is being sent to each timebuyer, network executive, etc., who replied to a questionnaire seeking information on preferred types, size and color of gloves, according to Dale Robertson, general manager of WENT Gloversville, N. Y., who sent out the requests last August in cooperation with James H. Casey Jr., secretary of the National Assn. of Leather Glove Mfrs., Gloversville. Mr. Robertson said he had hoped to send all the gloves out before Christmas but that this proved impossible. Six or eight dozen pairs have been mailed, he said, and the rest will be sent out shortly. A holiday greeting card from WENT and Mr. Robertson accompanies the gloves.

Sugg, Former NBC Control Supervisor On West Coast, To Be Manager of WKY

APPOINTMENT of Capt. P. A. Sugg, USNR, former NBC West Coast technical executive, as manager of WKY Oklahoma City, effective Jan. 1, was announced last Saturday by Edgar T. Bell, secretary-treasurer and general manager of Oklahoma Publishing Co., owner and operator of the station. Capt. Sugg succeeds Gayle V. Grubb, who last month joined KPO San Francisco as manager.

Capt. Sugg was released by the Navy recently after five years of continuous service specializing in electronics and radar. Prior to 1940 he was with NBC in San Francisco, serving six years as control supervisor in charge of technical network operations for the western division.

One of the pioneers in the development of radar, Capt. Sugg was radio-radar officer of the battleship *California*, one of the first men-of-war to be radar-equipped and which was sunk during the Pearl Harbor attack. Later he was attached to the staff of Adm. Chester W. Nimitz, commander-in-chief of the Pacific Fleet, and organized and commanded the Pacific Fleet Radar School at Pearl Harbor.

CAPT. SUGG

Supervised Training

After several important assignments regarding radar development and establishment of electronic training programs in Naval schools and other universities and colleges, he was assigned to the headquarters staff of the Naval Air Technical Command with responsibility of supervising all naval aviation electronic training.

When the war ended, Capt. Sugg was commander of the Naval Air Technical Center at Corpus Christi, Tex., the only stateside naval school training men for operation and maintenance of airborne electronic equipment.

Mr. Bell, in announcing the appointment, said: "We have chosen Capt. Sugg for this important position not only because of his proved ability as an organizer and executive, but because the increasing complexity of the technical end of station management requires a man of his technical background."

Dr. Arthur Korn

DR. ARTHUR KORN, pioneer in development of photo transmissions by wire and radio, died Dec. 21 in Jersey City Medical Center at the age of 75. At the time of his death he was engaged in research in physics for The Times Telephoto Equipment Inc., New York. He became an American citizen early this year. Surviving are his widow, and a son.

YES SIR! Washington has a habit of keeping its wartime population growth. What's more . . . it keeps right on growing!

This time economists and population experts say *1,380,000* by the end of the 5th post-war year . . . a cool *million and a half* by the 10th year.* That's a lot of buying power in one of the nation's richest markets.

Through station WRC you can reach this post-war Washington market quickly and inexpensively and talk to the hundreds of thousands of listeners who have made WRC Washington's favorite station. Whether you prefer a planned spot campaign or a program of your own featuring the famous NBC Parade of Stars, WRC can sell for you in Washington. Your first trial will prove it.

*We'll be glad to mail you facts and figures on request.

FIRST in WASHINGTON
WRC
NBC
Represented by NBC SPOT SALES

1945

Still within the second year of THE INDIANAPOLIS NEWS ownership and management, we look back upon 1945 pridefully . . . but gratefully.

For the progress and growth of WIBC during the past twelve months could not have been possible without the splendid support of advertisers and agencies who have given us their constantly increasing recognition.

1946

At the start of 1946 . . . ready to move into our new and larger quarters in THE INDIANAPOLIS NEWS building . . . we extend our cordial greetings, and express our gratitude, to all of you.

We can look ahead to 1946 inspired to continued growth by that splendid support given us in 1945.

WIBC

The Indianapolis News Station

1070 kc—5000 watts
BASIC MUTUAL

JOHN BLAIR & COMPANY · *NATIONAL REPRESENTATIVES*

Intensive Video Research Planned by English Firm

INTENSIVE research in television and related fields will be undertaken by Electric & Musical Industries Ltd., of England, Alfred Clark, chairman of the firm, assured stockholders during a recent meeting.

Mr. Clark reviewed contributions which his organization had made to the British war effort in the electronics fields, told stockholders the company intended to "reap the fruits" of its pioneering work before the war and of its scientific discoveries during it. The concern, composed of Gramophone Co. Ltd., Columbia Gramophone Co. Ltd., Marconiphone Co. Ltd., and Parlophone Co. Ltd., produced many electronic devices during the war.

SEA AND AIR LANES SAFER NOW

Radio Navigational System Is Developed —By American, Produced in London—

A RADIO navigational system, said by its developers to be the "most accurate and reliable" in the world, promises to introduce new safety into commercial air and sea lanes, according to a London account last week.

Existence of the new device, called the Decca Navigator, was revealed after lifting of wartime secrecy by Sir Cyril F. Entwistle, chairman of the Decca Record Co., of London, (uneonnected with the Decca Record Co., of the U. S.) Originally conceived by an American, William O'Brien, of Chicago, the system was rejected in 1939 by the U. S. Navy and Civil Aeronautics Authority and got an equally cold shoulder from the British Air Ministry.

Under sponsorship of Decca, however, laboratory developments of the device continued in England and in Hollywood. By the time of the Normandy invasion, the British Admiralty had accepted it, installed it on units of the fleet which landed the British Army in France.

In its latest form the system operates on low-frequency continuous wave carriers of synchronized radio transmitting stations. The receiver weighs 30 pounds, continuously indicates the position of plane or ship on two meters which give readings that correspond to a grid overprinted on standard maps.

Movements of the ship or plane in which a receiver is operating result in a corresponding movement of the two indicators. The system, according to Sir Cyril, will operate at any altitude, regardless of static interference.

United States Officials Laud 'Ce Soir en France'

CONGRATULATORY messages to the French Minister of Information and to M. Jean Guignebert, director of Radiodiffusion Francaise, French national network, were sent by U. S. State Department officials Dec. 21 on the first anniversary of *Ce Soir en France*, radio program which has been devoted to development of French-American cultural relations.

William Benton, Assistant Secretary of State in charge of public affairs, and Werner Michel, chief of the radio program bureau of the State Department's International Information Service, took occasion to laud international radio's part in building constructive relations between the two countries.

Ce Soir en France was begun soon after the liberation of France as a 15-minute roundup of political and editorial trends in France. The show originally was relayed to French people over transmitters of the American broadcasting station in London and over *Voice of America* transmitters from the U. S. Last November the program was lengthened to 30 minutes.

Winners of Canadian Awards Are Announced

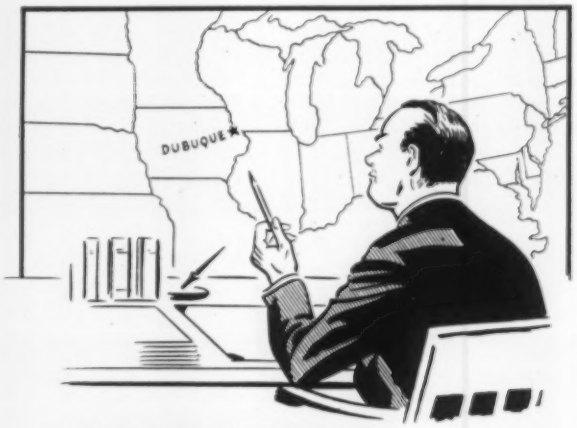
COMPOSERS, Authors and Publishers Assn. of Canada last week announced winners of five $100 awards for serious musical compositions: Jean Coulthard Adams, of Vancouver, for "For Etudes for Piano"; Minuetta Borek, Calgary, for "New York Suite"; Alexander Brott, Montreal, for "War and Peace"; F. L. Harrison, Kingston, for "Night Hymns on Lake Nipigon," and Oskar Morawetz, Toronto, for "Sonata Tragica."

Special $50 prize was awarded to Jocelyn Binette, of Weedon, Quebec, whose composition "Nocturne" was only four minutes in length and therefore disqualified in the regular competition which was confined to compositions of 15-minute length or longer.

Success Story Booklets

SERIES of broadcasting success stories is being compiled by Hugh M. Higgins, assistant director of the NAB Dept. of Broadcast Advertising, in charge of promotion. The stories, narrating instances in which sponsors and industries have used the medium successfully, will be published by the NAB in booklet form.

WKBB
Delivers the Listeners in DUBUQUE
Iowa's Fastest Growing City



DUBUQUE*
Is the Market to Watch in Iowa

Industry is booming in Iowa's oldest city, offering you an alert, prosperous market. Dubuque's 98.8% native born white population, its expanding industries and new factories all contribute to the importance of this Iowa market in the heart of the wealthy corn belt.

You can reach this important market for the sale of your products through Dubuque's favorite radio station . . . WKBB! Listener preference for WKBB runs as high as 4 to 1 . . . WKBB is first choice with Dubuque listeners morning, noon, and night!

James D. Carpenter—Executive Vice President
Represented by—Howard H. Wilson Co.

WKBB DUBUQUE IOWA
AFFILIATED WITH AMERICAN BROADCASTING COMPANY

"As Regularly As Clockwork"

Charles V found relaxation from his cares as Roman Emperor and King of Spain in his hobby of clock repairing. It was his daily habit to visit his large collection and to regulate and set each clock to the correct time.

Radio advertisers seeking the daily attention of the Baltimore market will find that WCBM "synchronizes" with their needs. The reason for this is easy to understand. Baltimoreans, "as regularly as clockwork," set their dials to 1400 kilocycles. Consequently WCBM has truly become "Baltimore's Listening Habit."

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

John Elmer
President

Free & Peters, Inc.
Exclusive National Representatives

George H. Roeder
General Manager

KANSAS CITY
IS A
KOZY
MARKET

PORTER BLDG., KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card

IN THE PUBLIC SERVICE

Teeth Returned

CASE of the missing false teeth was solved by WJPA Washington, Pa. in response to a plea from Mrs. Earl Amos, who had left them with a dentist to be worked over. The dentist, planning to mail them to Mrs. Amos, absent-mindedly dropped them into a package box in front of a downtown store. On its 12:30 newscast WJPA broadcast an appeal and that afternoon Mrs. Amos reported to WJPA Manager Bob Kliment that her dentures had been returned in good condition.

* * *

Tricycles Donated

MEMBER of a sorority that wanted to buy a tricycle for the therapy ward of a Fort Wayne school for crippled children mentioned on *One Moment Please*, WOWO Fort Wayne man-on-the-street program, that none could be found. A few hours later three tricycles had been offered the station and a painter had volunteered to re-paint any that needed re-decorating.

* * *

Santa's Aide

THANKS to WCSC Charleston, S. C., Santa Claus visited five children whose father had told them Saint Nick would be too busy to get around to them this year. The father, a Charleston painter and carpenter, had been out of work for over two months and it looked like a bleak Christmas awaiting his children, who ranged in age from 17 months to 13 years. WCSC learned of the family's situation and went on the street with an interview with the father. As a result, he got a job and listeners sent toys, clothing and cash to the station for his children.

* * *

Housing Problem

IN DENVER, where even realtors can't find a place to live, KLZ is tackling the problem with good results. For 15 minutes every Tuesday evening, Mack Switzer, KLZ special events announcer, puts veterans on the air, stating their housing problems. Special attention is given servicemen who have had to sleep in hotel lobbies and in Denver's Union Station. Program is getting results.

* * *

'Bungalow for Joe'

WHK Cleveland, in cooperation with the Veterans Information Center is broadcasting *Bungalow for Joe* designed to present the plight of returning servicemen with no place to live. Bernard S. Goldfarb, assistant director of the Information Center, presents the latest information on the housing situation and will interview vets. Prominent civic heads will be guests.

School on KFRU

A FLU epidemic in Columbia, Mo., may result in a regular public school hour on KFRU Columbia. School authorities expressed a desire for such a series following KFRU's service when the schools were closed for four and a half days. Within an hour after schools closed, the station offered its facilities and thereafter two programs were presented daily, one 15-minute and one half-hour spot. All school programs were given double-A priority in spot promotion and newscasts, and student listening was high.

* * *

Health Meeting

WHEN public health crisis developed at Charleston, W. Va., with the resignation of the county health officer early this month, WCHS Charleston asked the retiring officer, Dr. E. W. Langs, to speak on a special broadcast. WCHS then arranged a mass meeting in the station auditorium, where Dr. Langs, who had been sent to Charleston by the U. S. Public Health Service in 1944 to make a survey and recommend changes in the local public health program, and the Mayor of Charleston and other officials told their stories. More than 2,000 persons attended. Representatives of the local medical society and various social agencies and civic groups were present and endorsed proposals to consolidate the city and county health departments. WCHS Manager Howard L. Chernoff, who initiated the mass meeting, said it was so successful the station may make the forum a regular part of its activities.

NEW WMOX HOME
Station Goes on Air Feb. 1
From Modern Building

NEW STATION in Meridian, Miss., WMOX, will be housed in a $500,000 building just purchased by the Imes Radio Interests, owners and operators of the Mid-South Network. Three-story building will have both studios and offices of the station, with studios having modern acoustical facilities sound treated by Stokes Engineering experts. A new Wincharger 245 foot vertical antenna will be erected south of Meridian.

There are provisions for FM studios and for television productions. The WMOX building, according to General Manager Bob McRaney of the Mid-South Network, will represent an expenditure of nearly a million dollars. The station will go on the air around Feb. 1. It will be a Mutual affiliate. Edgar Discher is chief engineer, and Gene Tibbett, formerly station manager of WELO Tupelo, Miss. is transferring to WMOX as manager.

CBS STARS ARE ALWAYS SHINING OVER *Eastern Iowa* VIA WMT

"Kate Smith Speaks . . "

—and thousands in Eastern Iowa get the WMT listening habit!

WMT and Kate Smith go over in a BIG way . . . for here in Eastern Iowa, WMT is the only station that brings to 1,200,000 people those top-notch CBS programs. No wonder WMT is the most popular station in Eastern Iowa with the largest population coverage* of any station in the state. Take a look at your schedule, and be sure that WMT has a prominent spot to insure your complete coverage of this important "high test" sales territory.

* 2.5 mv. contour

Contact your KATZ AGENCY man at once for complete present-day market data and current availabilities.

Represented by KATZ AGENCY

CALLING NEBRASKA
Cornhusking Bee-Line Leads To Radio Tokyo

NEBRASKA "cornhuskers" really turned out in full force at Radio Tokyo during the holidays for their "hometown" recordings. WJAG Norfolk, Neb. requested recorded interviews with boys from that area now in Tokyo section. Radio Section of GHQ Public Relations sent out a call. When none turned up, the section wired every division on the Island of Honshu. GI's from all over Nebraska decided the call was for them, too, so there was a veritable pilgrimage of Nebraskans to Tokyo. Total was 119 men, some of them having taken a 30-hour train ride.

Radio Section Chief Lansing B. Lindquist of WSYR Syracuse mobilized forces and arranged a two-minute recorded interview for each. 1st Lt. Hugh Kees of KOH Reno, Cpl. John Abromitis and Cpl. Pat Morreale handled engineering. Production men were 1st. Lt. Lee Jones of NBC, 1st. Lt. Leonard Schmitz and 2nd. Lt. Vic Campbell of WGY Schenectady. Interviewers, including NBC's Rad Hall, Sgt. Bob DeLaney of WFBL Syracuse, S/Sgt. Charles Norwood of NBC, Sgt. John DeYoung of WISH Indianapolis and Frances Cooke of American Red Cross worked in relays to get recordings done.

Radio Gets Results for Local Advertisers, Transfermen Told

POWER of radio advertising for the average local advertiser was praised by Henry M. Burgeson, vice president of Lyon Van & Storage Co., Los Angeles, in an address at the Southwest Warehouse and Transfermen's Assn. convention in San Antonio.

In a frank discussion of advertising media, Mr. Burgeson pointed out that even in these times when his firm is oversold on storage space and local and long-distance moving services, prudent policy is to advertise consistently. He revealed that approximately 4% of Lyon Van's gross sales are regularly invested in advertising. After years of trial-and-error testing, firm now gives approximately 80% of advertising budget to radio, 10% to newspapers, with 5% each to consumer magazines and trade publications. Electric signs, highway signs, special painting on warehouses are handled through a special budget.

"I am a confirmed believer in the power of broadcast advertising," he emphasized. "Lyon has used radio for a number of years. We have stubbed our toes and bumped our noses, but we have learned a bit each year as we have gone along. I am convinced that the average local advertiser should make careful use of radio for part of his advertising and sales promotion budget.

"Just to get our thinking straight, let's remember that you can use radio in several ways. You can build or buy a program of your own. You can have "*Your Moving Hour*," with songs, stories, hillbilly singers, a good selection of suitable phonograph records, straight news or sponsorship of a local sports event. Such a program will be yours alone. When people hear it they will think of you, and they will hear a lot of your selling story.

Type of Program

"This is the type of program we built for Lyon over the Pacific Coast Network of the Mutual Broadcasting System. We use lovely Lois January to bring news of tomorrow to West Coast listeners. This program has been on the air less than a half a year, but we are well pleased with the progress it has shown.

"Bear in mind we use this network simply to cover all our outlets, but the same type of show might well be built by your local radio station. Our program has a little music, a little heart-throb in letters from listeners, a spice of philosophy and quite a bit of low pressure sales talk handled in an informal conversational manner.

"However, if your budget does not permit the use of your own program, you can buy one-minute spots next to a popular program on your local station. You may say, "What good is a minute?" Yet a minute, entirely devoted to selling would enable you to get over a strong story of your services. A minute can easily contain all the information you would put into a brief telephone contact with a prospect. Here my Scotch ancestry is showing up— on a minute spot you can cash in on an audience built up by the preceding program and the audience waiting to hear the program that follows your announcement.

"There is one other way to use radio. That is what broadcasters call a "chainbreak." This is a quick sales message spotted between the most popular local or network programs. It is very brief, usually less than forty words, but it drives home your firm name and basic sales theme.

"We use a consistent schedule of chainbreaks on nine stations scattered from San Diego to Seattle. We believe for their relatively low cost, these are a very good investment.

"Perhaps you ask 'How did this man Burgeson get so sold on radio?' Well, I'll tell you. Several years ago we worked out a little merchandising idea to check the pulling power of our radio advertising. We told listeners that if they would tell us the name of a person who was going to move, store or ship, we would give the person furnishing the lead a nice pie plate of Pyrex kitchen ware. If we actually booked the order, the person who gave us the tip on this prospect would receive an entire six-piece custard cup set of Pyrex.

"Gentlemen, you would be surprised how well this premium idea pulled for us. We have actually had well-to-do women send their chauffered cars down to the Lyon office to pick up their premiums. The cost was very small for obtaining the lead and the order. The lead gift cost us 27c and the second 36c. You can work out a premium lead that is equally effective. The point I emphasize here is to test your advertising as carefully and as frequently as you can. Try to learn what is working for you and how to improve your batting average."

Placing through BBDO Los Angeles, in addition to its constant radio advertising, Lyon Van & Storage Co. is a regular user of newspaper space in California, Oregon and Washington, with small space cartoon-type ads.

Lewis Luck

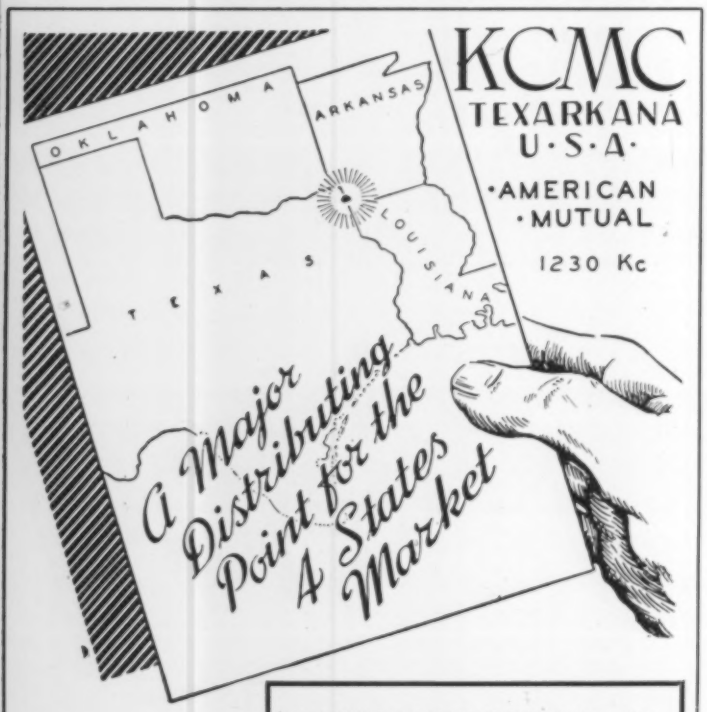
LUCK of George Lewis, ABC Hollywood newsroom chief, won the network exclusive rights to broadcast 1946 Santa Anita (Cal.) Derby and Handicap, $100,000 turf classics to be run Feb. 23 and March 9. Summoned by track officials, representatives of four major networks were told to work out their own plans for the races, either exclusive for one or catch-as-catch-can for all on each feature. Conclave voted to draw lots on an exclusive basis. Mr. Lewis won for ABC.

Eckhart Fire

CHARLES ECKHART Co., Los Angeles, phonograph record processing plant, will continue operations in a temporary setup until new quarters are established, following a fire which caused an estimated $50,000 damage.

Worldwide Coverage

PLANS for covering leading sporting events not only in this country but wherever they occur throughout the world were announced for 1946 by Bill Stern, NBC sports-director. Robert Friedheim, manager of NBC's Radio Recording Division, said that the division is now completing expansion and improvement of plant facilities to provide better quality and faster service. A number of new programs for 1946 release are in preparation, he said, pointing out the increased demand for "bright new types of programs" since V-J Day.



For additional information, write Frank O. Myers, Manager, KCMC, Texarkana, U.S.A.

A MARKET OF 239,330 PEOPLE lies within 0.5MV/M Contour of KCMC (Texarkana's only radio outlet).—A ready market for your January schedule.

Diversified income is derived from oil and gas, agriculture, fruit growing, cattle (beef and dairying), manufacturing, distribution, railroads.

Business Leaders plan for *Louisville!*

☆ Gunnison Homes, Inc. *plans . . .*

GUNNISON HOMES, a subsidiary of the United States Steel Corporation, manufactured during the war pre-fabricated homes for the atomic bomb project at Oak Ridge, Tenn., and hospitals and barracks for overseas shipment. Gunnison Homes now looks forward to early resumption of mass-production of homes on an even greater scale than its prewar experience.

Millions of Americans enter the peacetime era with plans to own homes of their own, or a desire for home ownership which may well be realized in the near future. The prefabricated home industry has now assumed an important position in the housing field, and may be expected to supply a substantial part of this demand. Gunnison Homes, as a pioneer and leader of this industry, is optimistic over the role it will play in this postwar production job.

As evidence of its confidence in the future, Gunnison Homes has announced plans to build immediately in the Louisville area, at a cost of $1,000,000, one of the largest and first completely mechanized plants in America for the mass production of homes. We are looking forward with pleasure to our relationship as a member of Louisville's postwar industrial family, and an opportunity to serve the housing requirements of its citizens as well as adding greatly to employment opportunities.

FOSTER GUNNISON, *President*

☆ Consider H. Willett, Inc. *plans . . .*

WE BELIEVE that the woodworking business is coming into its own. The outlook is better by far than it has ever been in its entire history. Because of this we immediately placed at the close of the war contracts to increase our machine capacity 25% and to completely conveyorize our two factories. This will give us one of the few straight-line furniture production plants in the United States.

We manufacture cherry and hard maple furniture. At the start of the war we were forced to curtail production and only employed 250 people during this period. We have no reconversion problems and are getting into full production as rapidly as possible. When we have completed our expansion program we will employ from 600 to 700 people.

We have complete confidence in Louisville! With its ideal labor situation, materials and shipping facilities, it is entitled to a splendid industrial future.

HENRY W. WALES, *President*

No. 12 in a series of messages about plans for Louisville

We should like to send you a copy of our 40-page book "28 Business Leaders Plan for Louisville."

The Courier-Journal
THE LOUISVILLE TIMES
Radio Station WHAS

IN Cincin

IT'S OUR A

By January 15 we will be in our new location in downtown Cincinnati. New studios with Polycylindrical walls . . . new offices and a new opportunity for service to Greater Cincinnati.

Yes, it's the new WSAI! Watch us! Join us! In Cincinnati, *it's our move!*

Represented Nationally by WIS

nati

R MOVE!

WSAI

A Marshall Field Station

ly by WIS H. AVERY, Inc.

Editorial

Music—Hit or Run?

THE NEW YEAR is as good a time as any to reappraise the music situation. If precedent holds, you can circle Jan. 1 on your new calendar as the beginning of another 365 days of uncertainty, misgiving, shadow-boxing and intrigue, with the star performer the omnipresent James Caesar Petrillo.

Since Oct. 1, when Justice Justin Miller took over the NAB presidency, there has been considerable redeployment and scenery-shifting. Mr. Miller, having been reared in jurisprudence, wanted to get all of the evidence in. He appointed a strong committee to work with him. He wanted to sit across the table from Petrillo before embarking upon his course.

The redoubtable Jimmy—never one to overlook breaks—hasn't had time to see Mr. Miller, it appears. He had to spend the holidays in Chicago and clear away other business.

But Jimmy found time enough to (1) bar dual AM-FM broadcasts unless there's a 100% standby; (2) forbid broadcasts of musical programs from abroad (except Canada); (3) serve notice on the networks that they must "do something" about those affiliates which don't employ staff orchestras (implying secondary boycott penalties); (4) order expulsion proceedings against Dr. Joseph E. Maddy, of the Interlochen (Mich.) Music Camp, because the educator had the temerity to challenge his authority.

Previously, of course, Jimmy had hobbled television by barring all musical-video programs until he makes up his mind. The FM ban means the new broadcast medium will be retarded until His Musical Majesty lifts an eyebrow or otherwise condescends to permit that which the Federal Government already has decreed.

Here is a man who has defied the President of the United States, the Congress, the military, the FCC, and, of course, the people. He has gotten away with it because, as the law stands, no law can touch him.

These newest edicts—summoning of the network presidents to do something about affiliates, the FM and television bans and the overseas pickup termination—all occurred after the NAB's president assumed office. Could it be that Jimmy wants his maximum demands on the table before he sits down with President Miller? Does he want the networks, who are most vulnerable, to be beaten down so the bargaining will be reduced to virtual acquiescence in advance?

The pattern is clear. Jimmy wants a four-way squeeze on radio before he negotiates. He *thinks* he has it.

There are just two ways, as we see it, to meet these latest thrusts. One is by legislation, but that takes time and forbearance. The other is the time-honored method of fighting it out.

The NAB Board meets this week in Los Angeles. The networks will be there. The networks have most to lose first. It takes courage. But there will never be a more propitious time. The demands will become more, not less, onerous as time passes and newer radio services flower.

Radio can survive without *live* musicians for quite a spell. Because of the innate sense of fair play that animates America, the public will be on radio's side.

It's time for the showdown. It's a radio-wide problem, involving stations, networks, advertisers and agencies. It's the bedrock case of whether radio will run itself or again knuckle under to a tyrannical labor boss.

For tender-hearted broadcasters (and for high-riding Petrillo) we commend a reading of the case history of ASCAP versus Radio. Also Chamberlain at Munich.

1946: "Do It Better"

RIDING HIGH in pace with all other media, radio is on the threshhold of the new year—its first peacetime start in the last five—with all outward signs of another record-smashing spurt through the calendar.

Actually, radio is colliding with its year of greatest trial.

Income may well eclipse the $325,000,000 net sales figure which likely will be reached for 1945. More people will have been gainfully employed with higher wages than for any other year. There will be all the earmarks of highly successful operation.

The results of the annual survey in this issue depict a bigger and better year for radio in every department. Business already committed supports that conclusion.

But where will the overhead go?

Most established AM stations are looking toward substantial investments in FM operation. In the major markets they are confronted with even heavier investments for television, too. Newcomers by the hundreds in FM and by the scores in television are queueing up or are already in before the FCC.

There will be more radio advertising dollars, but they will be spread over a greater number of outlets; if not in 1946, then in 1947. Overheads, because of greater plant requirements as well as the inexorable stepping up of labor demands, will increase. And not to be overlooked is the unlimbering of the big guns of competitive printed media. Newspapers and magazines have been storing up broadsides against the day that paper rationing would end. That day is here.

Has radio been too complacent, too apathetic to these danger signs in these bountiful years? It's true that business has come easily with the demand exceeding the time supply in no few instances. It's true that many broadcasters, who started from scratch, have delegated authority down the line and are caring for "policy" level matters only these days.

Radio, we hear from every side, did a powerful job during the war. But intermingled with the kudos has been the constant bleating about overcommercialism on the air—not in any other medium. Radio can't thrive on past performances. But you can bank on the pressure groups not permitting the public to forget the synthetic commercial issue.

All in radio—old-established operations and newcomers alike—have a big job just ahead.

There's plenty of room for improvement in radio's service. Any service that can't make progress becomes moribund.

Broadcasters should enter 1946 with one firm resolve: "Do it better."

Our Respects To -

CLAIR REUBEN McCOLLOUGH

CLAIR R. McCOLLOUGH, general manager of the Mason Dixon Radio Group, can usually be found where daily problems are the thickest whether they be those of the stations he directs or the broadcasting industry in general.

Born in York, Pa., July 1, 1903, his family soon thereafter moved to Lancaster. At 13, Clair began carrying newspapers for the *Lancaster Intelligencer*. During his prep school days at Franklin-Marshall Academy, Lancaster he toiled in the *Intelligencer's* circulation department and as a school correspondent and then entered the Mergenthaler School, Brooklyn, N. Y., where he studied the intricate phases of newspaper mechanical equipment. Upon the completion of this course, he matriculated to Pennsylvania State Teachers College. During his college years he worked as a reporter and then as editor of the late afternoon sports edition of the *Intelligencer*. Following his graduation, McCollough entered the advertising department of the Lancaster Newspapers, Inc., where he assumed an executive position in 1927.

Sees Radio Possibilities

At this point Clair began to grasp the possibilities of radio. His desire to understand the new medium was given impetus when the *Intelligencer's* publishers acquired WGAL in 1929.

Their initial venture having proven successful, they purchased WILM Wilmington, Del., in 1931. Clair transferred to that city. Later in the same year WDEL Wilmington, was obtained, doubling his managerial responsibilities. Following a year in Wilmington managing WDEL and WILM, McCollough moved on to York, Pa., where he supervised the installation of WORK.

While dividing his time between Lancaster, Wilmington and York in 1932, a CP was granted for Hazleton, Pa., and Clair succeeded in getting WAZL on the air by late December. In 1935 permission was granted for the construction of WEST Easton, Pa., and soon Clair was in that city with the station going on the air in early 1936. In 1939 WKBO Harrisburg, Pa., was acquired adding further responsibilities.

When the FCC's "duopoly" order became effective in 1944, it was necessary to dispose of the controlling interest in WILM Wilmington. The proceeds of the sale were converted into an interest in WRAW Reading, Pa. In June of this year negotiations for the purchase

(*Continued on page 40*)

MEMBER - THE NATIONAL ASSOCIATION OF REAL ESTATE BOARDS MEMBER - THE OREGON ASSOCIATION OF REAL ESTATE BOARDS

PORTLAND REALTY BOARD

OFFICERS—1945
READE M. IRELAND, *President*
GEO. F. CROW, *First Vice-President*
WM. W. BARENDRICK, *Second Vice-President*
SANFORD E. NORBY, *Third Vice-President*
PHILIP HORSTMAN, *Secretary*
OSCAR PEDERSON, *Treasurer*

DIRECTORS—1945
[illegible] ANDERSEN
[illegible]
[illegible]
[illegible]
MILDRED KEENEY
F. C. McGOWAN
HAROLD ROGERS
DAVID B. SIMPSON
[illegible] F. WELCH
[illegible] Counsel - WM. B. SHIVELY

LARRY W. BO[illegible], *Executive Secretary*
607-608 WILCOX BUILDING
PORTLAND 4, OREGON
ATWATER 6595

November 23, 194[illegible]

Art Kirkham
Vice-President, K O I N
Portland 4, Oregon

Dear Art:

Today for the first time in almost ten years the audience at one of our weekly luncheon meetings spontaneously stood to applaud a speaker who was not either a National Officer, member of Congress, or state governor. It was the most unusual tribute to a speaker we have ever witnessed.

So, no wonder President Ireland wishes us to convey to you the Board's appreciation of the talk you gave at today's meeting. We have heard all kinds of people try to sell Oregon to the Oregonians, but not one of them has come within miles of you.

When Oregon does realize the full benefits of "Tourists Unlimited", it will be largely due to the efforts of Art Kirkham.

Gratefully yours,

Larry Bone

Executive Secretary

LWB:mmc

KOIN CBS PORTLAND, OREGON
FREE & PETERS, Inc.
NATIONAL REPRESENTATIVES

WINN
Louisville
AMERICAN
WINN
BROADCASTING COMPANY
Represented by
BROADCAST SALES COMPANY
New York & Chicago
HOMER GRIFFITH COMPANY
Hollywood & San Francisco
HARRY McTIGUE General Manager

Respects

(Continued from page 38)

of the remaining WRAW stock were completed.

During these years, Clair has been occupied in industry affairs in addition to his multiple duties of station management. His early insight into the necessity for a united effort by all broadcasting stations caused him to become and remain a strong advocate for close co-operation within the industry.

An active member of NAB, Clair is currently a director-at-large and previously served on the board of directors from the Third District. He is a member of the legislative committee and in the past served on the music copyright, labor and other committees.

Clair is presently a member of the NBC Stations Planning and Advisory Committee and was first president of the Pennsylvania Broadcasters Assn. with its long record of guarding against adverse radio legislation in the Keystone State. He made the trip to Europe with the U. S. Broadcast Mission last fall.

He firmly believes there is no substitute for loyalty and proceeds on the theory that loyalty is returned in direct proportion to that in which it is given. One of his cardinal principles has always been an enthusiasm for local autonomy by each Mason Dixon station. Practically all management and other station personnel is the product of development within the organization.

In spite of a working schedule that calls for a long day at the office when in Lancaster, Clair is active in civic and charitable enterprises as an officer and board member of the Welfare Federation. St. Joseph's Hospital, Public Library, Community Concert Assn. and others. He has been associated with numerous financial campaigns and is currently chairman of the Annual United Drive of the Welfare Federation, War Chest and Pennsylvania War Fund.

Clair is a Rotarian, 32d Degree Mason, Shriner and member of various fraternal, athletic and social organizations. His wife is the former Velma A. Dilworth and the couple have one daughter, Constance, 10. He is an ardent sports fan and hunts, fishes, golfs and gardens.

Mutual's Best 17

MUTUAL has sent to radio editors a list of what network believes to be its top sustaining shows for consideration by editors for listing in poll of best radio programs for past year. Total of 17 programs of all types have been listed.

Charge Account Spots

RADIO has not been used by many stores to solicit charge accounts, J. Gordon Dakins, manager of credit management division of National Retail Dry Goods Assn., reports in article in December issue of NRDGA's monthly "Promotion Exchange." But, he continues, "those stores which do use it in the form of spot announcements have been well pleased with the results."

Experts Confused

ROUNDUP on its analysts' predictions of international and domestic trends for 1946 was released last week by NBC. Like the public, the 17 experts are confused. But one thing was clear: NBC commentators suffer no censorship on their prognostications; they disagreed among themselves on the future of Europe, Asia, UNO, the atom bomb and the U. S. economy.

Rosenbaum Returning To Philadelphia Practice

COL. SAMUEL R. ROSENBAUM, former president of WFIL Philadelphia, who has just been relieved of active duty in the Army following a two-year overseas tour, announced last week his return to the practice of law in Philadelphia. He will specialize in public relations and labor relations. Offices will be at 1828 Land Title Bldg., Broad & Chestnut Streets, shortly after the first of the year.

Mr. Rosenbaum

Col. Rosenbaum, who was the commanding officer of Radio Luxembourg during the time of its allied operation, entered the Army in 1943 and at that time resigned both as president of WFIL and as vice president and counsel of Bankers Security Corp., Philadelphia, with which he had been associated since 1926. In 1918-20 he was Assistant U. S. Attorney in Philadelphia and from 1920 until 1924 served as Assistant Solicitor of Philadelphia. Col. Rosenbaum, who was decorated by the U. S., French, Belgian and Luxembourg Governments, will retain his reserve officer's commission upon termination of his Army service in January.

Haynes Sells

PAUL HAYNES, Montreal, has sold his interest in the Canadian research firm of Elliott-Haynes Ltd., Toronto and Montreal, Walter Elliott announced at Toronto. There will be no change in company name or policies, but a new national rating report on radio programs to supplement the present day and evening regional reports will be started early in the new year. In addition, the company also will issue a revised and improved edition of the twice-monthly *Radio Time*, which lists for all subscribing stations every program and sponsor. Company will expand staffs at both offices. Myles Leckie, Toronto, statistician, was elected vice president at the annual meeting at Montreal, and Ernest Comte, Montreal, was elected secretary-treasurer.

Kesten Sees Public Wish as Mandate

Broadcasters Must Offer New Ideas, Says CBS Official

By PAUL W. KESTEN
Executive Vice President, CBS

TODAY's unprecedented public demand for new radios—estimated at many millions of sets—is a mandate to broadcasters as well as to manufacturers. The manufacturer can fulfill his obligation with metal, wood and plastic. The broadcaster must meet his with something more plastic even than plastic—with the high art of the spoken word, the creative idea, the flow of music and drama.

Mr. Kesten

The public's increased demand for radio expresses, at least indirectly, its approval of the job radio did during the war. If we are to keep this approval, however, we must continue to deserve it. The radio audience has changed since 1940; changed in character and changed in composition. It is a better-informed audience, more aware of and more interested in world affairs than it was five years ago. It includes, or soon will, millions of young men who learned in distant parts of the world a new appreciation of American radio. Recognition of this new kind of audience must, in my opinion, enter into any intelligent planning of broadcasting's future programs and policies.

It is a healthful fact that the public knows of the war-born technical advances that are now available to radio. We at CBS have long been convinced that FM, because of its superior quality, must eventually replace AM broadcasting. Public insistence on the improved system should hasten the removal of any obstacles yet remaining in the path of its development. In the same way, increasing public knowledge of the existence of vastly improved television should discourage any tendency within the industry to delay its introduction. High definition television in full color has already emerged from the laboratory. Public demand can move it swiftly from commercial drafting boards, through busy production lines, and into the home.

Lehn & Fink Drops

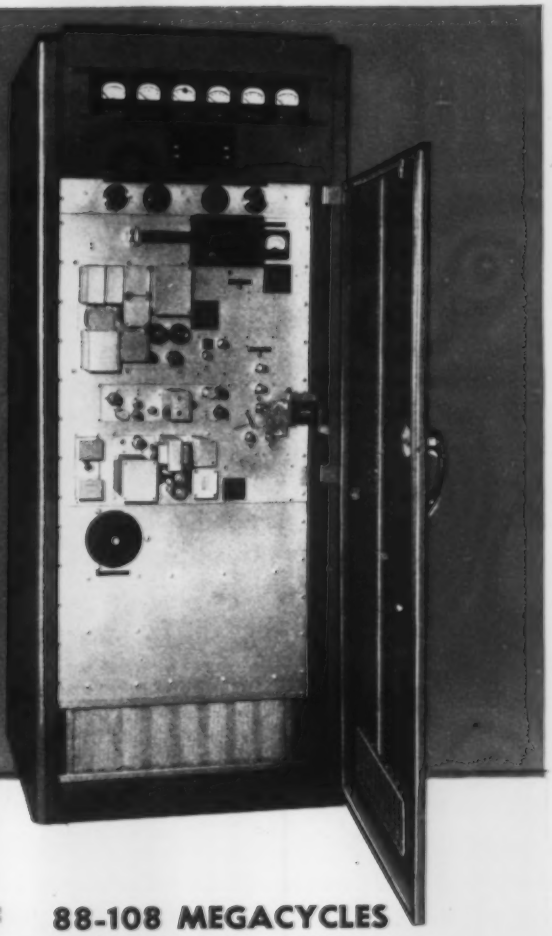
LEHN & FINK PRODUCTS CORP., New York (Hinds Honey & Almond Cream), will drop "Blind Date" with Arlene Francis, Fri. 8 p.m. over ABC, after Jan. 18 show. Cancellation came in connection with recent switch of account from William Esty Co. to McCann-Erickson, both of New York.

'Fire Chief' Is Guest

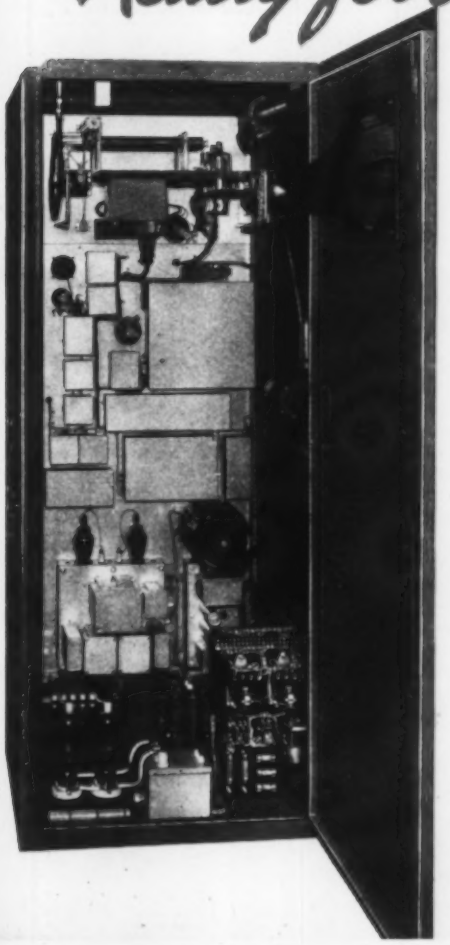
ED WYNN will resume his "Fire Chief" character as guest on four consecutive programs of "Texaco Star Theatre" effective Jan. 6, 9:30 p.m. on CBS. Rest of program format will remain same. Show is sponsored by Texas Co., New York (Texaco), through Buchanan & Co., New York.

See!

The New TEMCO High Fidelity FM BROADCAST TRANSMITTER



Ready for delivery*



MODEL 250 BCF 88-108 MEGACYCLES

TEMCO proudly presents this outstanding achievement in FM engineering—the result of 10 years of pioneering in custom-built, superlative communication equipment.

HIGHLIGHTS OF THE TEMCO 250 BCF

- Normal rated output power 250 watts. Maximum rated output power 375 watts.
- Continuous monitoring of the carrier frequency by a center frequency deviation meter calibrated directly in cycles.
- An exciter unit — heart of the transmitter—characterized by tuning simplicity accomplished by employing only 4 stages to raise the primary oscillator frequency to the carrier frequency.
- A new circuit of technically advanced concept which maintains a high degree of center frequency stabilization without introduction of distortion.
- Peak efficiency and great dependability are obtained by the use of new miniature V-H-F tubes in the exciter.
- Improved design in the IPA and PA stages eliminating tank radiation, feedback, radio frequency and high voltage potentials from the tank circuits and transmitter frame.

*A limited quantity of the TEMCO Model 250 BCF will be available for January delivery. Orders will be filled in rotation as received. ACT NOW. Place your order at once.

NOW ON DISPLAY FOR YOUR INSPECTION.
Phone or wire for an appointment.

TEMCO
RADIO COMMUNICATION EQUIPMENT
TRANSMITTER EQUIPMENT MFG. CO., INC.
345 Hudson Street, New York 14, N. Y.

MANAGEMENT

PHILIP G. LASKY, manager of KROW Oakland, Cal., at invitation of local board of education and as part of school system's occupational guidance program, is giving a series of talks on radio before senior classes of various high schools.

JOHN H. McNEIL, general manager of WJZ New York, played Santa Claus Dec. 22 at annual Christmas party given by the Advertising Women of New York Inc. at New York's Salvation Army Home for Working Women.

HAROLD A. LAFOUNT, general manager of the Bulova stations and president of WORL Boston, has removed his headquarters offices to 564 Fifth Ave., New York 17.

JAMES D. SHOUSE, vice president of Crosley Corp. (WLW Cincinnati), in charge of broadcasting, has been elected a member of the board of trustees of Cincinnati College of Music, replacing the late Dr. Carl R. Hiller. He has been stockholder in college for several years and since 1943 he has contributed for WLW an annual $1,000 scholarship for award by college to an outstanding young vocal student.

JAMES M. LEGATE, general manager of WIOD Miami, has been elected to a second term as member of the board of directors of Better Business Division, Miami Chamber of Commerce.

DON S. ELIAS, executive director of WWNC Asheville, N. C., is chairman of arrangements committee for dinner honoring Lt. Gen. Robert L. Eichelberger and also for annual dinner of Asheville Chamber of Commerce now scheduled for Jan. 17 and of which U. S. Comptroller General Lindsay C. Warren is guest speaker.

KENYON BROWN, general manager of KOMA Oklahoma City, has been named radio chairman for the Mile-O-Dimes campaign. This is his third successive year in that appointment.

T. A. M. CRAVEN, vice president of Cowles Broadcasting Co., Washington, cancelled his trip to Los Angeles to attend the NAB board of directors meeting Jan. 3-4, because of transportation crisis and because of his required presence in Washington later the same week in connection with FCC preliminary engineering conference on Havana Treaty allocations scheduled Jan. 4.

COMMISSIONER WILLIAM H. WILLS of the FCC last week was elected to a six-year term on the board of trustees of U. of Vermont. He is a former governor of the state and was one of three new trustees elected.

HUGH B. TERRY, manager of KLZ Denver, in addition to attending NAB board of directors' meeting will confer with CBS western division directors while in Hollywood during first week of January.

ED BORROFF, ABC vice president in Chicago, and his new associate, **JAMES L. STIRTON**, are to make a business trip to New York, Jan. 2.

Atkinson Named

DR. CARROLL ATKINSON, radio director of New Jersey State Teachers Colleges in 1939-41, has joined the public relations department of the Key System, Oakland, Cal., transit corporation.

Son Is Married

LT. NATHAN STRAUSS 3rd, son of Nathan Strauss, president of WMCA New York, Dec. 23 married Rebecca Smith.

John S. Hayes Is Named Manager WQXR-WQXQ

JOHN S. HAYES, just released from the Army as lieutenant colonel, has been named station manager of WQXR and its FM affiliate, WQXQ New York [Closed Circuit, Dec. 24], it was announced last Wednesday. He will assume his new duties Feb. 1.

Col. Hayes

Col. Hayes began his radio career at WIP Philadelphia. He later became assistant program director of WOR New York, a post he held until 1941 when he joined the Army. In 1943 he was assigned to American Forces Network, Armed Forces Radio Service stations in ETO. A few months later he was made AFN manager. He holds the Legion of Merit, the Bronze Star, French Croix de Guerre, and the Order of the British Empire.

Jones KCMJ Manager

CLINTON JONES, for past eight years CBS western division director of news broadcasts, Hollywood, has resigned to become general manager of KCMJ Palm Springs, Cal. Co-owned by Dick Joy and Donald McBain, the station is scheduled to start operations in mid-January. Mr. Jones had also previously been assistant to Fox Case, former CBS western division director of public relations and special events. Prior to network affiliation, he was radio director and producer of Glasser-Gailey & Co., Los Angeles agency. George Irwin, currently in charge of radio for Robert F. Dennis Inc., Los Angeles agency, has been named sales manager of KCMJ.

Mr. Jones

Albertson Elected

FRED M. ALBERTSON, partner in the Washington law firm of Dow, Lohnes & Albertson, has been elected chairman of the Washington Section, Institute of Radio Engineers. He has served as acting chairman for the past term. Lynne M. Semby, former NAB director of engineering, now with the Army Signal Corps, was elected vice chairman and George P. Adair, FCC chief engineer, was chosen secretary-treasurer.

WOV Rebroadcast

IN RESPONSE to numerous requests WOV New York on Christmas Day presented repeat broadcast of "Mr. Colombo Discovers America," 5-6 p.m. Program depicts Italian-American integration into American society.

COMMERCIAL

LLOYD C. SMITH has returned to KWK St. Louis as national sales service representative. He has been released from Navy as lieutenant, in service since February 1943.

CLAUDE OLSON, formerly with sales staff of CKRC Winnipeg, Man., has returned to station following five years as Army Service Forces major.

KAY CONLIN, traffic manager of WPEN Philadelphia, has resigned. She is to marry Lt. Jack Dougherty in February.

CHARLES KENNEDY, former account executive of WLS Chicago, has joined KECA Hollywood in similar capacity.

JOHN S. McNEILL, released from Navy as lieutenant, has been appointed account executive of KMPC Hollywood. Since joining armed forces in 1941 he has been in Army, Royal Canadian Air Force and U. S. Navy.

BONNIE WARD succeeds **MARLENE BARKER** as traffic manager of WWDC Washington.

TOBACCO NETWORK, Mutual regional group in North Carolina, has issued rate card No. 5 effective Jan. 1. WJNC Jacksonville is new and seventh member of chain.

FORJOE & Co., New York station representative, has opened West Coast offices at 1223 N. Highland Ave., Hollywood. Telephone is Hillside 6038. **LARRY KRASNER**, former radio trade publications sales executive recently released from Army, has been appointed Pacific Coast manager. Besides New York and Hollywood, firm also maintains offices in Chicago, Philadelphia and Pittsburgh.

GENE W. LEE, West Coast sales manager of Associated Broadcasting System, has resigned to devote full time to personal interests, including co-ownership of **KFXM** San Bernardino, Cal. **FRANK DOUGHERTY**, formerly in charge of participating shows for network, takes his post.

Arthur Bittong

ARTHUR BITTONG, 68, remembered by thousands as 'King Cheerio' of the early days of radio, died on Dec. 20 at his home in Upper Darby, Pa. Mr. Bittong had been ill for eight months with heart ailment. He organized the Cheer-Up Club on WCAU Philadelphia in 1925. More than 50,000 members joined the club in seven years. Surviving are his wife, Mamie, and a step-daughter, Mrs. Dorothy Southworth of New York. Funeral was in Oakland cemetery, Philadelphia.

Lewis Returns

DRAPER LEWIS, released from the Army, Jan. 7 returns to his former position as staff writer with CBS under Robert Landry.

Mr. Discing Attorney Gets his man....

Frank Bow, WHBC staff member and prominent Canton attorney, donned a war correspondent's uniform... flew to the Pacific ... and brought back the recorded voices of "home-town" members in the armed forces. Local interest keeps Canton listeners tuned to WHBC... and your sales story gets friendly attention.

1000 WATTS FULL TIME

Represented by BURN-SMITH CO.

CANTON • OHIO

whbc

THE LARGEST SINGLE STATION MARKET IN THE 48 STATES!

BASIC STATION MUTUAL NETWORK

another 1946 NEWS year

. . . with Don Goddard

7:30—7:45 a.m.
12:00 noon—12:15 p.m.
Monday through Saturday, WEAF

1946 is certain to be another year of history-making events . . . War Criminal Trials . . . United Nations Meetings . . . Atomic Power . . . and the many unsolved problems, domestic and foreign, left by the war. But, good or bad—national, international or local—Don Goddard will continue to bring to his loyal WEAF audiences complete and unbiased news reports.

Don Goddard's popularity no news to sponsors

Since 1939, Don Goddard has been presenting his friendly, sincere and always authoritative newscasts to an ever-increasing and ever-loyal audience. This intense listener loyalty has translated itself into sales for satisfied sponsors.

"WEAF Market" and "New York" synonymous

There's little need to tell you about the world's richest market. All the adjectives and all the market data we could dig up would hardly do justice to the vastness, the richness and the potentiality of the New York Market. And from the first day, WEAF (the oldest *commercial* station in America) has been so closely identified with the area it serves that listeners have long recognized it as the "Voice of New York."

Is he available?

As we go to press, Don Goddard, WEAF's senior newscaster, is scheduled to become available for sponsorship at 12 noon, Mon.-Wed.-Fri., effective December 31. However, by the time you read this, some alert advertiser may have snapped him up.

* * *

Why not call us and find out?

NBC's Key Station · New York
WEAF
50,000 watts · 660 kc.
Represented by NBC SPOT SALES

AGENCIES

G. VICTOR LOWRIE and VANCE PIDGEON of the Minneapolis office of McCann-Erickson, have been elected vice presidents. **KARL E. KAUFMAN**, merchandising director, has been assigned to an account group headed by Pidgeon. His former duties are assumed by **PAUL LAIDLEY**, in Navy since early 1943, just released as lieutenant. **DELBERT J. COOK**, account executive in Minneapolis, transfers to Chicago office of agency.

MILTON SAMUEL, West Coast publicity head of Young & Rubicam, arrives in New York Jan. 1 at agency's head office for conferences with **LESTER GOTTLIEB**, agency publicity chief.

BERNARD J. GROSS, former department manager of Meyer Both Co., Chicago, newspaper service, joins Leo Burnett Co., Chicago, as copy writer effective Jan. 2.

DAVID JACKSON, former Toronto office manager of Financial Advertising Co. of Canada, Montreal, has joined L. J. Haegerty & Assoc., Toronto, as vice president.

CULP & BOOKER is new firm name of Earl R. Culp Co., Los Angeles agency, effective Jan. 1. **HOWARD BOOKER**, for year and a half account executive, becomes partner. Offices are located at 437 S. Hill St. Telephone is Mutual 3159. **JAMES S. WILSON**, with release from Army, has joined staff as production director.

CHARLES A. STEPHENSON Jr., and **JOHN A. PRIVETT Jr.**, with Navy discharge have resumed posts as account executives of J. Walter Thompson Co., Los Angeles. **LEON THAMER**, released from Navy as lieutenant, and **MARGOT MALLORY**, formerly of Kahn's Dept. Store, Oakland, Cal., have joined agency as copy writers. **CATHREEN MEYERS** has been added to art department.

PAUL BRITTON, formerly of KLZ Denver, has joined Los Angeles staff of Raymond Keane Adv., as copywriter. **ALFRED ALBERTS** is new art director.

LESTER HANNAH, formerly of J. Walter Thompson Co., San Francisco, has established his own advertising agency in that city in the Monadnock Bldg. Accounts include Mohawk Petroleum Products Co., San Francisco; O'Rourke of California, San Francisco (Castle hats); Eastside Winery Co., Lodi, Cal.

BILL LARKIN, released from Navy as lieutenant-commander and formerly of Chicago, has joined Frank Oxarart Co., Los Angeles agency, as head of research and survey department. **BILL HARVEY**, former advertising and public relations director of Title Insurance & Trust Co., Los Angeles recently released from Navy, becomes account executive of same agency.

DAY FOSTER, northwest freelance radio writer and producer, has been appointed radio director of Joseph R. Gerber Co., Portland, Ore., agency. Foster formerly was public relations and special events director for KGW and KEX Portland. Prior to that he had been program director of KORE Eugene, Ore., and with KSLM KUJ KRLC in various capacities.

SWAFFORD & KOEHL Inc., New York and Cleveland, changes its corporate name to Koehl, Landis & Landan Inc., Jan. 1. **CHARLES K. SWAFFORD** resigns as director. **ALBERT E. KOEHL** remains as president and director. **A. A. LANDIS**, vice president in charge of Cleveland office, moves to New York as secretary and director. **JOHN R. LANDAN**, account executive, becomes vice president and director.

TED PATRICK, vice president, Compton Adv., New York, resigns to join Curtis Pub. Co. Jan. 1 to do experimental work on new magazines.

COL. JOHN D. WITTEN, discharged from Army after four years, and formerly associated with Institute for Business Administration, has been appointed manager of research dept., Young & Rubicam, New York, reporting to **DR. GEORGE H. GALLUP**, vice president and director of research.

KAY ALBERT, former account executive of Garfield & Guild, San Francisco, has joined staff of Hugo Scheibner Inc., in that city, as fashion director.

TOBY LEE, formerly head of continuity at WMIN Minneapolis, has joined Earl Avery Advertising Service, San Francisco.

HENRY FREMONT HULL, formerly with Young & Rubicam and more recently a captain in 8th Air Force, joins the radio department of N. W. Ayer & Son, Philadelphia. Other new additions at Ayer's include **LT. DON SHOLL**, from Navy, to copy department, and **LT. PETER LAUCK 3d**, from Navy, to art department as buyer.

CHARLES M. GARVEN, after three and a half years with the Army and before that with Athens Messenger, has joined Ray-Hersch & Waterston, New York, as account executive.

JESSICA WEST, formerly with William Esty & Co., McCann-Erickson, and Elizabeth Arden, has been appointed coordinator of fashion merchandising with Federal Advertising Agency, New York.

UNITED AGENCY, Portland, Ore., plans to open a public relations office for clients in Washington, D. C., within next month.

Advertising Committee

FOUR MEN widely known in radio are among members appointed to a new committee of the U. S. Chamber of Commerce Domestic Distribution Dept. in its expansion of service to the advertising industry. They are Frederic R. Gamble, president, American Assn. of Advertising Agencies, New York; J. Harold Ryan, vice president, Fort Industry Co., licensee of WSPD Toledo; Frank Stanton, vice president and general manager, CBS; Niles Trammell, president, NBC. Lt. O. John Davis, USNR, is advertising specialist to handle the expanded program. Others named to the department committee were Frank Braucher, president, Periodical Publishers Assn., New York; Vernon Brooks, advertising director, *New York World-Telegram;* G. R. Cain, Chicago; G. D. Crain Jr., publisher, *Advertising Age*, Chicago; G. E. Frazer, president, National Transitads, Chicago; Edwin S. Friendly, general manager, *The Sun*, New York; Myles Standish, Standish-Barnes Co., Providence, R. I.; Charles E. Sweet, Capper Publications Inc., Topeka; Frederick L. Wertz, president, Window Advertising Inc., New York. Chairman of the subcommittee is Leonard W. Trester, vice president, General Outdoor Advertising Co. The group will meet Jan. 29 at the Waldorf-Astoria, New York. Charles M. Isaac is manager of the Chamber of Commerce's Domestic Distribution Dept., which serves retail, wholesale, and service industries.

WWDC Service

ON AIR for three and a half months, weekly quarter-hour "Jobs for Veterans" program of WWDC Washington has given information on more than 20,000 local jobs to as many veterans.

Chicago Agency Becomes Reincke, Meyer & Finn

EFFECTIVE Jan. 1 the firm of Reincke, Ellis, Youngreen and Finn, Chicago advertising agency, will be known as Reincke, Meyer, Finn Inc. Established in 1907 and located at 520 North Michigan Ave., the firm is headed by Joseph H. Finn, chairman of the board; Wallace Meyer, president; Charles A. Reincke, secretary and treasurer.

Amos B. Reincke, firm founder, died nearly two years ago. Mr. Frank Ellis has not been actively associated with the firm for 15 years, and C. C. Youngreen, vice president, died two years ago.

Nelson A. Shawn

NELSON A. SHAWN, radio director of the Arthur Meyerhoff Co. Agency, Chicago, for the past 10 years, died Dec. 22 of a heart attack at his home in Evanston. Mr. Shawn supervised and conducted such shows as *Freedom of Opportunity*, *First Line* and *Service to the Front* during the war and his latest program was *Island Venture* over CBS for P. K. Wrigley Co. He was a member of ASCAP and composer of many popular songs. Surviving are his wife, Iris Gawan-Stobe Shawn; a son, Nelson E. Shawn, USNR; his parents, three brothers and one sister. Before becoming associated with Meyerhoff, Mr. Shawn was with NBC for five years in charge of personal appearances. He was born April 19, 1898 in Chicago. Funeral was held last Monday.

S-W-T Plan

J. M. MATHES Inc., New York, has distributed year-end bonuses to its staff on basis of two weeks' salary for employes who have been with organization for a year or longer, as part of a three-phase program of extra financial benefits for employes. Employes with more than 16 months service received additional benefits through payments under profit sharing trust plan. Pension trust plan provides minimum of $40 per month to employes 65 years old who have been employed by company at least four years.

KMYR Pickup

KMYR Denver, Col., independent outlet, is sending pickup unit to El Paso, Tex., for play-by-play coverage of Sun Bowl New Year's Day game.

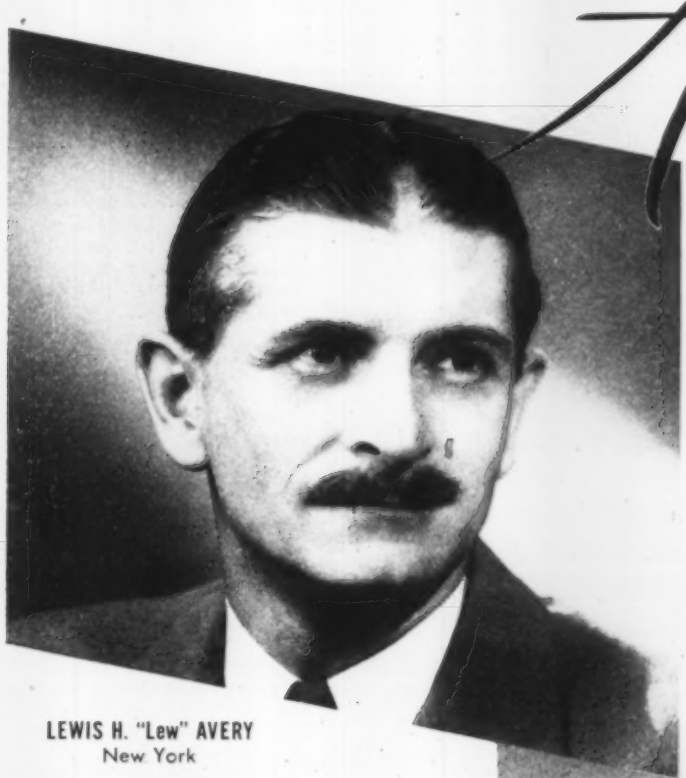
"WFDF Flint says we gotta win the peace."

SHREVEPORT, LOUISIANA
STACKS UP!
among the 12 cities of
115,000 to 125,000 population
12TH IN POPULATION...
• 4th in Buying Income (thousands of dollars)
• 1st in Drug Sales
• 4th in Lumber, Building, Hardware Sales
• 9th in General Merchandise Sales
• 4th in Per Capita Income
THE SELLING POWER IN THE BUYING MARKET
KWKH
CBS ★ 50,000 WATTS
The Shreveport Times Station
SHREVEPORT, LOUISIANA

EXPONENTS OF *Aggressive Activity*

...the men who have formed

LEWIS H. *Avery* INC.



LEWIS H. "Lew" AVERY
New York

DAVID H. "Sandy" SANDEBERG
San Francisco

ARTHUR H. "Art" McCOY
New York

B. P. "Tim" TIMOTHY
Chicago

LEWIS H. *Avery* INC.

Radio Station Representatives

565 Fifth Ave.
New York 17, N. Y.
PLaza 3-2622

574 A Market Street
San Francisco, Calif.
DOuglas 5873

333 No. Michigan Ave.
Chicago 1, Ill.
ANDover 4710

Get Your Share of KANSAS
WHEAT
CATTLE
OIL
INDUSTRIAL PAYROLL
MONEY
thru KANS
the NBC Station in Kansas'
No. 1 Market
WICHITA

Represented by
HEADLEY-REED COMPANY
New York : Chicago : Detroit
Atlanta : San Francisco : Los Angeles

PRODUCTION

LEE CHADWICK, for two and a half years program director of WWNC Asheville, N. C., has resigned to become assistant to George W. Linn, publisher of Linn's Weekly Stamp News, Sidney, O.

EDDIE BIRNBRYER has been appointed chief of writers at WSM Nashville, Tenn. He also will supervise creation and development of new shows and program ideas in addition to programs currently broadcast. A former freelance writer on network evening programs, he lately has been on the London staff of OWI.

Mr. Birnbryer

ROBERT L. FIDLAR, program director of WIOD Miami, Fla., has been elected director of Miami Exchange Club for 1946.

JOHN SCHEUER, production manager of WFIL Philadelphia, has received a citation from Junior Board of Trade, Philadelphia, for his contributions to further cause of democracy.

BILL DRURY and **ED STARR**, disc-jockeys of WPEN Philadelphia, have resigned.

JANE READ, women's commentator of WCAU Philadelphia, is ill with jaundice.

NAM LUPO, woman's commentator at WAAT Newark, played Mrs. Santa Claus on Christmas Day to hospitalized crippled children in Newark area. Letters to Santa Claus sent in by children were read on her daily program.

JOEL ALDRED, released as squadron leader in RCAF, has joined the CBC announcing staff at Toronto.

EVE MYLER, formerly in charge of ABC Hollywood music rights department, has resigned and is to marry Lt. Robert Craig.

FRANK GALLAGHER, with Army discharge, has been signed as featured vocalist on NBC "Sheaffer Parade."

DEANE MOORE, former announcer of KHJ Hollywood, has joined KROW Oakland, Cal.

PIERRE ANDRE has been assigned announcer on ABC "Symphonies for Youth," weekly 45-minute series starting Jan. 12.

WES MEARS, after 32 months in Navy, has resumed post as announcer at KFI Los Angeles.

WILLIAM KARN, NBC Hollywood producer of net's "Smilin' Ed McConnell Show," is father of a boy.

BRUCE BUELL, announcer of KHJ Hollywood, has started to conduct orientation classes in radio for veterans at Herbert Wall School.

GEORGE DVORAK, for three years with AFRS expeditionary unit on Guadalcanal, has returned to KFI Los Angeles as announcer.

TED HARDEN, former WWL New Orleans announcer, is now production manager at KUTA Salt Lake City.

PAUL LONG and **JOHN E. FERGUSON**, both released from AAF after three years service, have returned to announcing staff of KWKH Shreveport, La.

MARY HELEN RAIES has been added to continuity department of WADC Akron, O.

MARGE SHELDON, transcription clerk at WGL Fort Wayne, Ind., has been named continuity writer. **MARY SCHNEIDER** is new transcription clerk.

IRIS PARKER, former secretary at FBI office in Salt Lake City, has joined continuity department of KSL Salt Lake City.

PHIL ROLL, announcer at WWDC Washington, is now chief continuity editor.

JACK OWENS, m.c.-singer on NBC "Tin Pan Alley of the Air," will be starred in Universal short film "Sing and Be Happy," one of a series featuring radio talent.

MAURY WEBSTER and **BOB MOON** with release from Navy have resumed posts as announcers at CBS Hollywood.

CARL HOFF replaces **WILL OSBORNE** as musical director of NBC "Abbott & Costello Show" with Jan. 3 broadcast.

GINNY SIMMS, star of CBS "Ginny Simms Show", has been named national chairman of women's radio division for American Cancer Society.

RAY SINGER, co-writer on NBC "Jack Haley Show", is father of boy.

DICK MACK, Hollywood producer, is father of boy.

LEE PHILIPS, WCAE Pittsburgh announcer released from AAF as lieutenant, returns to station.

CHARLES A. McMAHON, released from the Navy, and **W. R. JOHNSTON**, ex-Marine, has returned to the announcing staff of WNOX Knoxville, Tenn.

ROBERT DON THOMPSON, released from Navy as commander, has rejoined NBC Hollywood as night program supervisor, replacing **ROBERT MacGREGOR EADIE**, named assistant manager of network continuity acceptance.

BILL CORCORAN, chief announcer, has been appointed production director of KIRO Seattle.

FRANCES LANGFORD has been named chairman of entertainment committee to provide radio programs for AFRS "bedside network" in 111 military hospitals.

CHARLES WARREN, head of transcription department of KFRC San Francisco, is father of a boy.

ELVIA ALLMAN, who portrays Mrs. Ken Niles on NBC "Abbott & Costello Show," was married to Jerry Baylor Dec. 1.

NEWS

JACK BECK assistant director of news broadcasts, CBS western division, Hollywood, has been named director succeeding **CLINT JONES** who resigned to become general manager of KCMJ Palm Springs, Cal. (See story page 42).

JOSEPH CONNOLLY returns to WCAU Philadelphia as director of news, publicity and special events on Dec. 31 after three and a half years in Navy. He was released as lieutenant commander. **RUDY BLOOM**, who has been filling that post, heads station's new research department.

FRANNY MURRAY, sports commentator of WIBG Philadelphia, is father of a girl.

PAUL BARETTE has returned as news editor of CBC Montreal studios after being on loan to CBC International Service overseas.

MURRAY YOUNG, WHK Cleveland commentator, has returned to station following 10,000 mile four month air trip to 13 European countries where he made 108 transcriptions for rebroadcast and took 1200 feet of color film.

GENE CLAUSSEN, former editor of Mast, Maritime Service publication, has joined the news staff of WMT Cedar Rapids, Ia.

JACK F. NEWMAN, before Army service news editor of Muskegon Chronicle, has been named news editor of WKBZ Muskegon, Mich.

MARK AUSTAD, news commentator of WWDC Washington, has been released from the Army. He served for four years in Army Intelligence.

HAL WOLFE, released from Marines as captain, has returned to sportscasting staff of Tide Water Associated Oil Co.

SHELLEY MYDANS, who with her husband Carl was captured by the Japanese upon the fall of Manila, Jan. 2 begins new ABC news program for women titled "Time for Women", Mon.-Fri. 4:30 p.m. Repatriated after two years internment she returned to Pacific in Nov. 1944 as correspondent and has just returned from Japan. She and her husband have been photo-reporting team for Time Magazine, producer of new program.

TOM B. McFADDEN, released from ATC as captain, has rejoined the news and special events department of NBC as news writer. He first joined NBC in 1934.

STEWART WAR RADIO HEAD OF REALTY CO.

APPOINTMENT of Jack Stewart, former Baltimore and Kansas City station executive, as radio director of the Tower Realty Co., of Baltimore, which plans entry into AM, FM and television fields in that city, was announced last Friday by Karl F. Steinmann, president of Tower Realty.

Mr. Stewart, a veteran of 25 years in radio, was general manager of WCAO and of WFBR, Baltimore network outlets. He managed WCAO from 1927 through 1930 and headed WFBR for the following four years. Mr. Stewart afterward served for five years as general manager of KCMO Kansas City.

Tower Realty already is an applicant for a metropolitan television station in Baltimore, pending since March 1944. It is understood the company contemplates filing for both AM and FM facilities in the near future. Studios are planned in the Tower Bldg.

WTON To Start Soon

WTON, new Staunton, Va. station, will go on the air in February, operating with 250 w power on 1400 kc unlimited hours, Charles P. Blackley, owner and general manager, announced last week. John E. Lingo & Son Inc. is erecting a 184-foot tubular steel vertical radiator antenna for the station. Mr. Blackley has named Fulton King, former announcer of WWVA Wheeling, W. Va. and more recently with AFRS stations in Puerto Rico, program director of WTON. Charles E. Seebeck is sales manager.

Stern's 10 Best

TEN best sports stories of 1945 in the opinion of Bill Stern, NBC director of sports, were, in order: The World Series, the Army-Navy football game, the Kentucky Derby, the Navy-Notre Dame football game, the Rose Bowl football game, the sale of Hank Borowy to the Chicago Cubs, return to big-time competition of former members of the armed forces, the preeminence of the Army football team, the disputed play by Hank Greenberg in the sixth game of the World Series, and Dan Toppings' transfer of his football team from the National to the American League.

Report On Scripts

REPORT on several radio commentators whose scrips have been analyzed will be made to Congress when Second Session convenes Jan. 14 by House Committee on Un-American Activities, Ernie Adamson, committee counsel, said. Report also will cover activities of revived Communist Party in U. S. Committee requested scripts of seven commentators several weeks ago.

MENNEN

THE SATURDAY EVENING POST

PONDS

Young's Market Company
BOTTLERS OF DR. PEPPER
FOR LOS ANGELES

ACME
..the beer with the high I.Q. (It Quenches!)

Langendorf Bread
Judged "AMERICA'S FINEST"

LEVER BROS.

Barbara Ann
BAKING COMPANY

SIMONIZ

DIRECTION FANCHON & MARCO
PARAMOUNT
HOLLYWOOD HIGHLAND HO. 2121
DOWNTOWN 6th & HILL - MI. 7321

The Broadway
DOWNTOWN
BROADWAY, FOURTH AND HILL

Los Angeles Times

Firestone

E. F. HUTTON & CO.

SOUTHERN CALIFORNIA TELEPHONE COMPANY

GRUEN
THE PRECISION WATCH

Susan's
OF HOLLYWOOD
WORLD'S LARGEST
BABY PORTRAIT STUDIOS

Knudsen
DAIRY PRODUCTS
"The Very Best"

Arden
FAMOUS FOR PRIZE WINNING DAIRY PRODUCTS

You

are in good company when you **ADVERTISE** on . . . . .

DOUGLAS

SEABOARD
FINANCE COMPANY

CHEVROLET

KMPC
The West's Greatest Independent

710 KC
KMPC
10,000 WATTS

LOS ANGELES

FULL INFORMATION AT YOUR PAUL H. RAYMER CO. OFFICE

WMAZ

Macon, Ga.

Participating

GEORGE E. HALLEY
TEXAS RANGERS LIBRARY
HOTEL PICKWICK, KANSAS CITY 6, MO.
CAN ARTHUR B. CHURCH PRODUCTION

Sponsors

LEAF GUM Co., Chicago, in 1946 campaign plans largest advertising expenditure to date according to announcement at first annual sales convention. Firm sponsors "Tin Pan Alley of the Air" on 147 NBC stations. 1946 plans include radio and new media. Agency is Bozell & Jacobs, Chicago.

COLUMBIAN EMPIRE FOUNDERS Inc., Vancouver, Wash., and Gaiety Theatre, Portland, Ore., have placed advertising accounts with United Agency, Portland. Both accounts include extensive use of radio.

F. L. JACOBS Co., Detroit (automotive parts and accessories, automatic washing machines, vendors), has placed account for its major appliance division with MacManus, John & Adams, Detroit. Household appliance advertising and promotion plans include use of all media on national scale.

ROBERT E. JOHNSON has returned to his post as director of advertising and publicity of United Air Lines at firm's Chicago headquarters after more than two years with Navy as air combat intelligence officer.

MAXWELL I. SCHULTZ, executive vice president and assistant to **ELIAS LUSTIG**, president of Adam Hat Stores, New York, has been named to direct company's operations for broadening haberdashery lines to Europe. Company will add agencies and sales representatives in key European markets.

VICK CHEMICAL Co., New York (proprietary), has started quarter-hour newscasts six days weekly on CHML Hamilton, Ont. Agency is Morse International, New York.

CAPT. DEAN LANDIS, on terminal leave from AAF, has been named head of the advertising department of The Maytag Co., Newton, Ia., under **R. A. BRADT**, vice president in charge of sales and advertising. He succeeds **ED RICHARDSON**, now in Chicago for Farm Journal.

JOHN MILES, discharged from RCAF, has been appointed advertising manager of Great West Life Assurance Co., Winnipeg.

WELDON O. YOCUM has been appointed director of advertising for American-Marietta Co. (consumer and industrial paints), and eight divisions in U. S. and Canada. He has been advertising manager of Sewall Paint & Varnish Co., a subsidiary in Kansas City and Dallas. Group uses spot radio.

BORG-WARNER Corp., Norge division, has appointed **HOWARD L. CLARY** as assistant general sales manager. He has been sales promotion manager, post now assumed by **ELLIS REDDEN**. **E. J. KANKER** assumes new post of director of market research, reporting to **HOWARD E. BLOOD**, Norge president. **E. R. BRIDGE**, refrigeration sales manager, is new merchandise manager. Advertising, sales promotion, sales training, publicity and public relations have been consolidated under **C. H. MacMAHON**.

TURCO PRODUCTS Inc., Los Angeles (Tay—household cleaner), has appointed Davis & Beaven Adv., Los Angeles, to handle advertising. Radio will continue to be used along with other media.

MELVILLE SHOE Corp., New York, operator of John Ward and Thom McAn retail shoe chain, announced last week election of three new vice presidents: **GEORGE DICK**, in charge of shoe merchandising; **EDWARD W. HEMPHILL**, in charge of hosiery merchandising, and **J. BRENT WELLS**, in charge of sales promotion.

C. A. SWANSON & Co., Omaha, to promote new product, Swanson's Ever Fresh Turkee Haffs (half turkey for smaller consumer), is sponsoring "Little Song Shop" on WOW Omaha. Contest format is used.

KING'S JEWELRY Co., Los Angeles (retail), is sponsoring thrice-weekly quarter-hour recorded "Down the Musical Mile" on KMPC Hollywood. Firm also uses a thrice-weekly five-minute early morning newscast on KNX, Hollywood. Agency is Raymond Keane Adv., Los Angeles.

MODERN REALTY ASSOC., Los Angeles (real estate brokers), newly organized, has appointed Walter Carle Adv., Hollywood, to place advertising which will include radio along with other media in southern California area.

SMITH & WILLIAMS, New York (stocking knitting machines), plans to use spot campaign sometime in Spring to promote seal indicating "seam free" nylon stockings made by machines. Agency is Hazard Adv., New York.

WM. NEILSON Co., Toronto (candy), has started "Singin' Sam" transcribed quarter-hour program on CHML Hamilton, Ont., five days weekly. Account placed direct.

IVEY FURNITURE Co., San Bernardino, Cal., placing direct, is using daily spot announcement schedule on KPRO Riverside, Cal. Contract is for 39 weeks.

ATLANTIC BEACH AMUSEMENT AREA, Atlantic Beach, N. C., to promote year round resort has signed for weekly ten minute period of "Pleasure Portrait", recorded dance music program, on WPTF Raleigh, N. C. Contract is for 52 weeks.

AMERICAN DAIRY ASSN. has started Sunday afternoon variety series on Texas State Network of 16 stations. Farm and general news is presented in addition to western musical selections. Agency is Campbell-Mithun, Chicago.

RATH PACKING Co., Waterloo, Ia. (Black Hawk products), Jan. 28 starts 11 transcribed announcements weekly on KHJ Hollywood, for 52 weeks. Agency, Young & Rubicam, Chicago.

CHEVROLET Dealers of Southern California, Los Angeles, with daily newscasts on KFI KMPC, Jan. 7 adds KGB San Diego for 52 weeks. Agency, Campbell Ewald Co., Los Angeles.

BETTY LOU FOOD PRODUCTS, San Francisco (potato chips), Jan. 2 starts using thrice-weekly participations in "Art Baker's Notebook" on KFI Los Angeles. Contract is for 52 weeks. Agency is Garfield & Guild Adv., San Francisco.

BARRY'S JEWELERS, Glendale, Cal. (retail), has appointed Raymond Keane Adv., Los Angeles, to handle advertising. Currently using a heavy spot announcement schedule on KIEV Glendale, Cal., firm will expand to include other southern California stations.

TRUMAN DOYLE METHOD, Los Angeles (rug, carpet cleaning), has started using total of 26 spots on KFAC Los Angeles for 4 weeks. Dean Simmons Adv., Hollywood, has account.

HOLSUM BAKERY Co., Fort Wayne, Ind., is sponsoring play-by-play coverage of inter-city high school basketball games on WGL Fort Wayne.

AMERICAN NATIONAL BANK, Denver, for ninth consecutive year Jan. 12 renews daily Fulton Lewis jr. on KFEL Denver for 52 weeks. Agency is Raymond Keane Adv., Denver.

ALLISON-KAUFMAN Co., Los Angeles (diamond rings), has appointed Raymond Keane Adv., Los Angeles, to handle national advertising. Extensive campaign to promote "lucky forever ring" is being planned with spot radio included.

DEE'S JEWELERS, San Bernardino, Cal., placing direct, has started spot announcement schedule on KPRO Riverside, Cal., for 52 weeks.

NEHI Corp., Baltimore (Royal Crown Cola), Jan. 1 starts using six-weekly spot announcement schedule on KFI Los Angeles. Contract for 52 weeks placed through BBDO New York.

Network Accounts

Renewal Accounts

FISHER FLOURING MILLS Co., Seattle, Dec. 31 renews for 52 weeks "Bob Nichol's Radio Parade" on 14 ABC Pacific stations, Mon.-Fri. 11:15-11:30 a.m. (PST). Agency: Pacific National Adv., Seattle.

RAINIER BREWING Co., San Francisco, Jan. 1 renews for 52 weeks "Murder Will Out", on 9 ABC Cal. stations Tues. 9:30-10 p.m. (PST). Agency: Buchanan & Co., Los Angeles.

QUAKER OATS Co., Peterborough, Ont. (cereals), on Jan. 4 renews "Those Websters" on 29 CBC Dominion network stations Fri. 9:30-10 p.m. Agency: Spitzer & Mills, Toronto.

WHITEHALL PHARMACAL (Canada) Ltd., Walkerville, Ont. (Anacin), Jan. 2 renews for 52 weeks "Ellery Queen" on 29 CBC Dominion network stations Wed. 7:30-8 p.m., with delay to Pacific coast 12:30-1 a.m. Agency: Young & Rubicam, Toronto.

CONTINENTAL CAN Co., New York (packaging and plastic products), Jan. 5 renews for 52 weeks "Continental Celebrity Club" on full CBS network Sat. 10:15-10:45 a.m. Agency: BBDO N. Y.

MANHATTAN SOAP Co., New York (Sweetheart Soap), Dec. 31 renews for 52 weeks "The Strange Romance of Evelyn Winter" on full CBS network Mon.-Fri. 10:30-10:45 a.m. Agency: Duane Jones Co., N. Y.

LEVER BROS. Co., Cambridge (Swan Soap), Dec. 31 renews for 52 weeks "Joan Davis Show" on full CBS network, Mon. 8:30-8:55 p.m. Agency: Young & Rubicam, N. Y.

CELANESE CORP. OF AMERICA, New York (Celanese fabrics), Jan. 2 renews for 52 weeks "Great Moments in Music" on full CBS network Wed. 10-10:30 p.m. Agency: Young & Rubicam, N. Y.

GENERAL ELECTRIC Co., Schenectady, Jan. 14 for 13 weeks "House Party" on 148 CBS stations, Mon.-Fri. 4-4:25 p.m. Agency: Young & Rubicam, N. Y.

CURTISS CANDY Co., Chicago, Dec. 29 renewed for 52 weeks "Warren Sweeney and the News" on full CBS network Sat. and Sun. 11-11:05 a.m. Agency: C. L. Miller Co., Chicago.

ANCHOR-HOCKING GLASS Corp., Lancaster, O. (Anchorglass and Fire King Ovenglass), Jan. 3 renews for 52 weeks "Hobby Lobby" on full CBS network Thurs. 9:30-10 p.m. Agency: William H. Weintraub & Co., N. Y.

Net Changes

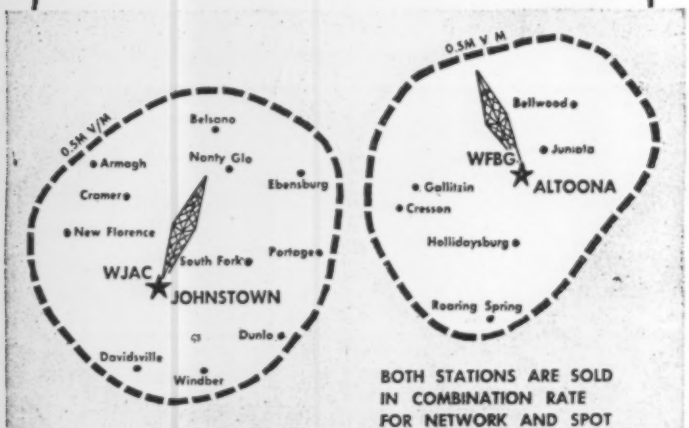
GENERAL FOODS Corp., New York (La-France, Satina, Postum), Jan. 7 starts for 52 weeks "The Second Mrs. Burton" on full CBS network Mon.-Fri. 2-2:15 p.m., replacing "Two on a Clue." Agency: Young & Rubicam, N. Y.

WJAC
JOHNSTOWN

NBC

WFBG
ALTOONA

These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area



BOTH STATIONS ARE SOLD IN COMBINATION RATE FOR NETWORK AND SPOT

National Representatives
HEADLEY-REED COMPANY
New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles

ALLIED ARTS

URBAN A. HOHMAN of Muzak Corp., New York, former sales executive with Scott Radio Labs., has been appointed sales manager in charge of New Jersey territory for Muzak Corp.

CANADIAN RADIO BUREAU, Ottawa, co-operative radio agency of Canadian broadcasting stations producing interviews with members of Parliament and doing features on Ottawa happenings, has moved from Senate offices in the Parliament Bldgs. to quarters in the Bank of Toronto Chambers, 108 Sparks St. Telephone at new address is 5-6322.

JOHN GUEDEL RADIO PRODUCTIONS, Hollywood, has taken additional space at 1637 N. Vine St. as headquarters for **KEITH McCLEOD**, director of NBC "Red Skelton Show."

KENNETH C. PRINCE, released from Navy as lieutenant, has been appointed by Radio Parts & Electronic Equipment Trade Show Inc., Chicago, as general manager and legal counsel for parts and equipment show scheduled May 13-16 at Hotel Stevens, Chicago. Show Corp. has established offices at 221 N. LaSalle St.

LT. COL. WEBSTER F. SOULES, now on terminal leave from Army Signal Corps, has been appointed sales manager of Electro-Voice Inc., microphone manufacturer. He will work from South Bend, Ind., plant. He entered service in 1940, did developmental work on armored force vehicle radio apparatus and installation. He previously had been with Northern States Power Co. for 17 years.

Col. Soules

COLONIAL FILM PRODUCTIONS, Culver City, Cal., currently building television film library service for advertisers, has appointed Gene Grant & Co., Hollywood, as sales representative in 11 western states.

NATIONAL RADIO PRODUCTIONS has been formed at Toronto by Jack Cooke, owner of CKEY Toronto, and Dann Carr, radio director of Vickers & Benson, advertising agency. Cooke is president and Carr general manager of new firm. Offices are at 444 University Ave., Toronto, with branch office to be opened in Montreal. Company will produce open end productions, transcriptions and scripts and represent U. S. producers in Canada. Carr will leave Vickers & Benson to devote full time to new company. Both have been together in business for a number of years, first with Northern Broadcasting Co., Timmins, where Cooke was general manager and Carr a station manager of one of the group of stations owned by Northern Broadcasting, and again when Cooke bought CKCL to form CKEY in Aug. 1944. Carr was commercial manager of CKEY.

PHILIP G. CALDWELL has been appointed sales manager of television equipment in the transmitter division of General Electric Co. electronic department. He will be responsible for sale of television transmitters, studio equipment and facsimile apparatus, will headquarter at Schenectady plant until commercial group of transmitter division is moved to Syracuse where new G-E Electronics Park project is now under construction. He has been sales manager of aircraft and marine equipment.

Mr. Caldwell

BUDDY BASCH, recently discharged from the Army and formerly with Donahue & Coe, New York, and writer of several radio and entertainment columns for magazines and newspapers, has joined Banner & Greif, New York publicity firm, as account executive.

GOULD-MOODY Co., New York, announces 10-year guarantee on its professional quality Black Seal aluminum instantaneous recording blanks. Company states that technological advances give assurance that atmospheric conditions, moisture, dampness and old age will not affect the blanks.

JOHN GUEDEL, head of John Guedel Radio Productions, Hollywood, has adopted a two-month-old boy from The Cradle, Evanston, Ill.

'Mr. D. A.' Filmed

WITH screen version of *Mr. District Attorney* scheduled to go before cameras in February, Columbia Pictures Corp., Hollywood, now has six sets of motion pictures based on radio shows. Included are 'Crime Doctor" series, now in its seventh opus, "The Crime Doctor's Honor" and "The Whistler," number five, "Murder Is Unpredictable," now in production. Second and third in the "I Love a Mystery" series are in preparation —"The Devil's Mask" and "The Coffin." Film version also will be made of the *Night Editor* series. Film series preceded the *Blondie* radio show. Both are based on Chic Young's syndicated newspaper strip characters.

TEENAGERS Band, featured on NBC "Hoagy Carmichael Show" and directed by Jimmie Higson, has been signed for forthcoming Paramount Pictures musical short film.

Service Front

Legion of Merit Award

LT. COL. JAMES L. WILLIAMS, deputy director of Public Relations, Office of Military Government for Germany (U.S.), and former account executive with M. H. Hackett Inc., New York advertising firm, has been awarded the Legion of Merit for his outstanding services as Adjutant General, Headquarters, U. S. Control Council for Germany.

* * *

Maj. Thompson in Japan

MAJ. HERBERT W. THOMPSON, former production manager of KFXM San Bernardino, Cal., is now writing and directing a half-hour weekly program over AFRS station, WVTR Yokohama.

* * *

Col. Kerr in VA

COL. FRANCIS R. KERR, former chief of the Army's Exchange Service and deputy director of Army Service Forces Special Services Division, has been named head of Veterans Administration Special Services Division, in charge of veterans' recreation and entertainment, athletic, library and chaplain services.

Radio Phones in Moving Vehicles in Philadelphia

BELL TELEPHONE Co., Philadelphia, has announced plans for a series of experiments directed toward the eventual hook-up of teiephones in moving vehicles with the regular telephone system.

The center of the new system will be a radio station atop the phone company's midtown building. When the station is completed, a limited number of radio telephones may be installed in automobiles, trucks and other vehicles.

Bell officials say each mobile radio-telephone will have a number similar to usual telephone numbers. In calling a telephone-equipped car from a regular telephone, the caller would be connected with a special operator who would send out a radio signal which would be heard or seen in the specially equipped car.

Experiments will begin after the first of the year and the first radio-telephone system will go into operation sometime in the fall of 1946 if tests are successful.

RICHARD WILLIAMS, who made 211 appearances on "Quiz Kids," retired from program Dec. 23, five days before his sixteenth birthday, official retirement age for ABC program. Since his first appearance on program in Oct. 1941, he has failed to be among top three scorers only four times and has set record for Quiz Kid contestants with 61 consecutive appearances.

TWO vaudeville appearances are scheduled for "Ladies Be Seated," sponsored by Quaker Oats Co., Chicago, five afternoons weekly 3:30-4 on ABC. Broadcasts will be made during appearances Dec. 31 at Plymouth Theater, Worcester, Mass., Jan. 3 through Jan. 9 at Adams Theater, Newark, N. J.

WE AIN'T GONNA HAVE NO PICNIC (Ky.)!

You ain't catchin' us tramping around no hills er hollers, when right here at home in the Louisville Trading Area there's everything we (and our advertisers) want: more industry, *more money* than possessed by all the remainder of Kentucky *combined!* Besides, if we use the power necessary to take our programs to backwoods Picnics, we'd have to raise our rates, which folks say they like just as is! So how about staying in Louisville with us, and getting *dough* instead of chiggers?

LOUISVILLE'S WAVE
5000 WATTS . . 970 K.C. N.B.C.
FREE & PETERS, INC.
National Representatives

1 CHOICE IN CHATTANOOGA IS
WDOD
20th YEAR
CBS
5,000 WATTS DAY AND NIGHT
PAUL H. RAYMER COMPANY
NATIONAL REPRESENTATIVES
first IN (1) AUDIENCE
(2) PUBLIC SERVICE (3) RESULTS

AND A HAPPY NEW YEAR

For Americans at least, this is the first peaceful New Year in four years. But four years of heartache, anxiety and sacrifice have left a deep impression on our people which can't be easily erased. The pre-war spirit of comfortable complacency is only a fond memory, and we face another year with our highest hopes of a better future somewhat clouded by the uncertainties of today. At midnight on Monday the bells will ring . . . the whistles will blow . . . there's to be an hysterical gaiety over the land which would be truly convincing if it weren't for a general feeling that our world — like the proverbial chain — is only as strong as the weakest link. As a public servant, the radio industry is fully cognizant of the responsibility resting with us individually and as a Nation. May we continue to have the strength and courage to work together in the best interests of all.

BETTY AND THE BOYS

Betty Russell, the singing emcee of "Curfew Club" (12 Midnight except Tues.) is the pin-up girl for some five thousand servicemen in the South Pacific. The way the gal vocalizes with commercial recordings is out of this world and makes a big hit with G.I.'s. Heavy mail response from overseas requesting tunes keeps Betty on a four hour record hunt daily.

CLEAR CHANNEL
640 KILOCYCLES **KFI** 50,000 WATTS
Earle C. Anthony, Inc.
NBC for LOS ANGELES
Represented Nationally by Edward Petry and Company, Inc.

PROMOTION

Promotion Personnel

OSCAR KATZ, CBS associate director of research, will teach a course in radio audience research at City College of New York starting Feb. 13. Course will present various techniques used to measure radio audience behavior and reactions. Special emphasis will be placed on use of these techniques to study radio both as an advertising medium and as a means of social communication.

BILL KELLEY has returned to publicity staff of WCAE Pittsburgh after three years service with AAF.

MITZI KORNETZ, publicity director of WTAG Worcester, Mass., has resigned to direct radio activities of Greater Boston Community Fund. Successor of WTAG is **PHILIP R. JANSEN**, promotion manager. Jansen joined station in 1940.

JACK ZINSELMEIER, for a year director of drug merchandising for WLW Cincinnati, has been promoted to manager of Specialty Sales, a WLW subsidiary specializing in distribution for manufacturers. He replaces **LOU SARGENT**, resigned.

R. B. HAMILTON has joined the CBC press and information publicity department at Toronto.

Gillette Ads

MANY of the advertisements now being used by Gillette Safety Razor Co., Boston, in newspapers and magazines draw attention to Gillette "Cavalcade of Sports" on ABC and other sports programs sponsored by firm. One nationwide newspaper series is designed to help build audience for Gillette Friday night broadcasts of Madison Square Garden fights. Extensive publication schedule has been resumed after several years.

WGST Photos

WGST Atlanta, Ga., has printed a booklet showing photographs of activities during party given by station for 40,000 listeners last September at Lakewood Amusement Park.

WBZ Exhibit

EXHIBIT of Japanese civil and military souvenirs collected by Colton G. Morris, director of special events of WBZ Boston, is being shown in station foyer. "Chick" Morris formerly was Navy lieutenant commander, served on staff of Admiral Nimitz during occupation of Japan. He assisted in setting up broadcast of surrender ceremonies aboard USS Missouri. Display later will be moved to WBZA Springfield following display at local store.

WEEI Tradition

STORY of Christmas week "Commuters' Carols" is related by WEEI Boston in new promotion folder. Station talent each day of that week leads group singing at Boston North Station, a holiday broadcast tradition started by WEEI and the Boston & Main Railroad seven Christmases ago.

KTUC Music

DURING Christmas week KTUC Tucson, Ariz., presented daily three and a half hour programs of holiday music for shoppers via street public address units installed on various buildings throughout business district.

WMT Appeals

IN COOPERATION with American Legion, WMT Cedar Rapids, Ia., conducted "Holiday Calls for Veterans" campaign so that veterans could go home by telephone. More than $5,500 was given to hospitals to be used for calls.

TECHNICAL

JAMES M. STEWART, released from the Navy after 40 months' service, has returned to WGBG Greensboro, N. C., as chief engineer.

LES BOWMAN, CBS western division chief engineer, in addition to attending Radio Institute of Engineers convention will confer with network executives in New York and investigate FM and television research projects now under way before returning to Hollywood headquarters in late January.

NELSON NICHOLLS, former WCAE Pittsburgh engineer now on terminal leave after four years service as radio officer with Naval Air Transport Service, is to return to station in January.

BILL THOMAS of the WWSW Pittsburgh engineering staff is father of a boy.

GORDON LEE, former announcer and operator with CKRC Winnipeg, Man. has returned to station from Air Force service overseas and replaces **GORDON WOODWARD** as studio engineer. Woodward is now with CFAR Flin Flon.

SYLVANIA ELECTRIC Plant at Johnstown, Pa., has resumed operations. During the war the plant served as feeder of specialized electron tube mounts for proximity fuze tubes. Peacetime operation will be complete radio receiving tube production, including exhausting and finishing.

EDWARD P. BERTERO and **HERMAN M. GURIN**, former officers in the Navy, have rejoined NBC as development engineers.

TOM SUTTON, formerly of CBM Montreal, has joined CJAD Montreal as chief engineer.

FRANK B. McISAAC, formerly of program staff of CBH Halifax, has joined transmitter staff of CBA Sackville, N. B.

JACK HAWKINS, recently returned from Malta where he was in service with RCAF, has joined the engineering staff of CBL and CJBC Toronto.

R. E. SAMUELSON, vice president in charge of engineering for Hallicrafters Co., Chicago, has been named chairman of the marine section of Radio Manufacturers Assn. Transmitter Division.

SAMUEL NORRIS, vice president and sales manager of the Amperex Division of North American Phillips Co., New York, has returned to his desk after six weeks of illness.

C. P. (Tex) SWEENY has returned to NBC engineering department after service in the Navy from which he was released as lieutenant commander.

PHILIP SPORN, executive vice president of American Gas & Electric Service Corp., has been awarded the Edison Medal of the American Institute of Electrical Engineers "for his contribution to the art of economical and dependable power generation and transmission." He will receive medal Jan. 23 during winter convention of AIEE, to be held in New York Jan. 21-25.

KSL BEGINS DEPT. OF PUBLIC SERVICE

IN AN EFFORT to raise the standards of production and programming of public service broadcasts, KSL Salt Lake City, has started a new department, titled Department of Public Service. Station has also eliminated the classification "sustaining time" in favor of "public service time."

Headed by Ralph W. Hardy, KSL program director, the new department is charged with supervision of all non-commercial time. The plan sets up, under Program Manager Lynn A. McKinlay, a supervisor of commercial broadcasts and a supervisor of public service broadcasts. Producers and talent form a common pool equally at the service of the two production supervisors.

All requests for studios, announcers, talent, etc., are channeled through the operations manager, Richard Ashard.

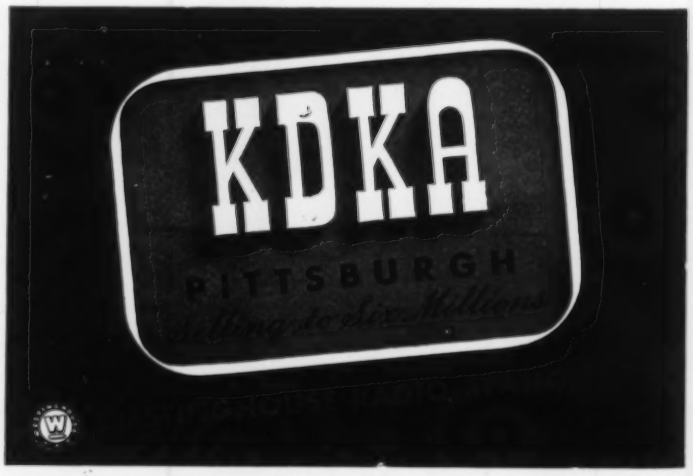
Unique feature is that when time has been cleared for a public service program, that time is withdrawn from the schedule of commercial availabilities. Commercial programs no longer take precedence.

The public service director is also to go out and show civic, religious and educational groups how the station can help in putting over their projects.

"By properly handling each need for community service through study of the best radio techniques in point," said Mr. Hardy, "the assignment of professional production assistance, and the all-too-often neglected follow-through, we are holding our audience factor high and obtaining real results from our 'non-commercial' sponsors."

ABC Forecast

ABC will present an hour program of New Year's predictions in combination dramatic-variety show featuring leaders from all walks of life on Jan. 1, 10-11 p.m. Program, titled "Forecast '46", will be conducted by Drew Pearson who will introduce authorities in business, sports, movies and television, atomic energy, labor and management, veterans' problems, theatre, foreign affairs, business economy, public health and UNO.



Higgins Invited

ANDREW J. HIGGINS, head of Higgins Industries, has announced plans to send engineers to Omaha to "look over the situation," in response to a telegram sent by John J. Gillin Jr., president of WOW Omaha, and other business leaders asking him to consider re-locating Higgins Industries in Omaha. When Mr. Higgins announced liquidation of his huge New Orleans boat-building business, WOW news editors recalled he had always had "a sentimental interest" in Nebraska, where he was born, and Omaha, where he spent much of his boyhood. The telegraphed invitation resulted and the Chamber of Commerce followed through with technical material when Mr. Higgins replied he was "seriously interested" in the idea.

PROGRAMS

PEOPLE who make the news tell their own story on KSFO San Francisco which now records important civic proceedings and meetings for delayed broadcast as a public service. Both sides of questions are heard as discussed. Typical of this type of news program is school board meeting on exposure of the existence of forbidden school fraternities and sororities and also meeting to discuss proposed increase of street car fares.

ABC Sustainers

FIVE new sustaining programs start on ABC on Jan. 21, featuring two crime shows and musical variety and comedy programs. Programs are "Fat Man", half-hour detective story, 8:30-9 p.m., "I Deal in Crime", featuring Screen Actor William Gargan, 9-9:30 p.m., "Forever Tops", musical program with Paul Whiteman's orchestra, 9:30-9:55 p.m., "Jimmy Gleason's Diner", comedy show with Jimmy and Lucille Gleason, 10-10:30 p.m., and another half-hour comedy program to be announced later.

Participation Awards

WEW St. Louis "Let's Go to Town" program, heard on that station for nine consecutive years and broadcast for 12½ years, has awarded more than $1,198,000 in gift and credit certificates according to F. D. Anderson, owner of participation show. In Monday through Friday morning spot, program gives contest prizes ranging from foods, hats, dresses and theatre tickets to auto grease jobs and brake adjustments, according to participating sponsor.

Veterans Assistance

TO ASSIST employment readjustment of veterans, two weekly programs under auspices of Sacramento City and County Veterans Affairs Committee have started on KXOA and KROY Sacramento, Cal. "Assignment: Civilian", half-hour series on KXOA, features panel discussion by local experts in various phases of veteran affairs. Questions and problems of veterans and their families are featured on "The Veteran's Counsel" on KROY.

CBC Veterans Series

FOUR PROGRAMS designed for veterans and their dependents, with information on all topics of interest to this audience, are now aired on CBC networks throughout Canada. Tuesdays eastern Canadians hear "Repat Reporter" and western Canadian listeners hear "Civy Street"; Thursday evenings Greg Clark is heard with answers to questions sent in by veterans; Friday evenings the adventures of veterans in rehabilitating themselves is aired in "Johnny Home Show," a dramatized serial of veterans returning to civil life.

Debates on Air

TO LET the citizens of Hamilton, Ont., in on what goes on at the meetings of the city council, CHML Hamilton records debates on the floor of the city council, edits them and airs those of greatest interest. Designed to increase in the public mind an appreciation of local history, CHML also has started a Sunday afternoon program "This Is Where I Live." Anecdotes and little known civic items are included.

NBC Sustainer

NEW SUSTAINING program "Honeymoon in New York" starts on NBC on Dec. 31 five times weekly 9:05-9:30 a.m. replacing "Ed East and Polly." Program spotlights honeymoon couples and presents them with gifts, including bridal suite at Waldorf-Astoria. Durwood Kirby is m.c.

Employe Interviews

FORMAT of Minneapolis Star Journal and Tribune afternoon programs on WCCO Minneapolis have been revised to include interviews with men and women returned from armed forces to papers. "Junior Forum", junior high school discussions, continue.

Man About Town

DESCRIPTION of persons and things seen each morning in New York is given by Bill Leonard as "man about town" on "This Is New York" program resumed by WABC New York in Monday through Friday 3:15-3:45 p.m. spot.

Customs Featured

FOLKLORE, tradition, habits and customs of America from colonial days until today are featured in new series started on WLIB New York Dec. 29, Sat. 3:30-4 p.m. Programs are presented by New York U. Radio Playhouse.

Name the Show

GIFT CERTIFICATE for new Motorola radio is prize offered for best name for "Show Without a Name", Saturday afternoon half hour feature on WMT Cedar Rapids, Ia. Recorded music show is for college group.

On Housing

HOUSING shortage problems and solutions are discussed on "A Place to Live", Sunday afternoon series started on WAAB Worcester, Mass., in cooperation with Worcester Veterans Service.

NEW BOOK by Raymond Swing, titled "In the Name of Sanity", will be published by Harper & Bros., New York, in the spring. Book includes scripts of the ABC commentator's broadcasts on the atomic bomb, two of his speeches on same subject, and a foreword. Swing is heard on co-operative broadcast five times weekly on ABC.

Esquire Winners

HOUR-LONG broadcast featuring winners of Esquire Magazine's annual poll will be aired Jan. 16 on ABC. Duke Ellington and his band will receive gold award, Woody Herman's orchestra the silver award. Orson Welles is m.c. King Cole Trio, too, will be honored.

Anniversary Show

SEVENTY-FIFTH anniversary of B. F. Goodrich Co. will be celebrated Jan. 3 when entire cast of ABC program "Detect and Collect" flies to Akron to present its 9:30-9:55 p.m. show at a Goodrich employes party. John L. Collyer, president and chairman of the board of Goodrich, will make address as part of the program, sponsored by Goodrich and placed through BBDO, New York.

Waters Appointed

RUSS WATERS, released from the Canadian Army, has been appointed commercial manager of CFOR Orillia, Ont. He was formerly credit manager for eastern Ontario of McColl-Frontenac Oil Co.

Atkinson Returns

RAY ATKINSON, for three years in RCAF, has returned to Vancouver as program engineer.

Smith Is Father

LOWELL SMITH, production chief of Smith, Bull & McCreery, San Francisco, is father of a girl, Mrs. Smith is the former Nancy Deshon of KFWB Hollywood.

Joins F C & B

JOYCE CONTINI, formerly of Glasser-Gailey & Co., Los Angeles, has joined Foote, Cone & Belding, Los Angeles, as account executive.

Mungham to CFOR

DICK MUNGHAM, recently discharged from RCAF as wireless air gunner, has joined CFOR Orillia, Ont., as announcer.

Beth Freeman Transfers

BETH FREEMAN, former space buyer and media director of West-Marquis, Los Angeles, has joined Jere Bayard & Assoc., Los Angeles, in similar capacity.

Boyle Released

JIMMY BOYLE, a member of American Forces Network news-room, has returned to civilian life after two years of overseas duty.

Botsford Returns

DAVID BOTSFORD Jr., after two and a half years with OWI Overseas Branch, has returned to Botsford, Constantine & Gardner, San Francisco. As editorial chief of OWI-Army psychological team he served in India and northern Burma.

Avoset Names Agency

AVOSET, Inc., San Francisco (Avoset-dairy product), has named Botsford, Constantine & Gardner, San Francisco, to handle advertising.

Shasta Names

SHASTA WATER Co., San Francisco, has appointed Cosby & Cooper, San Francisco, to handle advertising.

Appoint Agency

ADEL PRECISION PRODUCTS Corp., Burbank, Cal., has appointed Wookey & Roman, Hollywood, to handle advertising.

Picture of the power of

CONCENTRATION

on

WNAB

BASIC-AMERICAN IN

BRIDGEPORT, CONN.

Concentrated Audience in the Nation's 59th Market

You may not set the world on fire, but we can make the Nation's 59th Market a hot-spot on your sales map. Programming *of, by* and *for* Bridgeport means *concentrated* audience; a sure-fire route to your share of almost $100,000,000 in Retail Sales.

AVAILABLE IN COMBINATION WITH WATR, WATERBURY

REPRESENTED BY RAMBEAU

What a Gent!

With this, our last Broadcasting advertisement for the year, goes a heap of respect for this gent Nineteen Forty-five. He took much—he gave more. May the peace which he initiated blossom into the full fragrance of happier living.

Condemn him if you must, but forget not the trials that were his. On such reflections measure the good of his days and set a course that is charted all the way with markers set by the unselfish who bled for the principle of free men.

Ask a Blair Man

Columbia Network

5,000 WATTS

WMMN

FAIRMONT, W. VA.

THE VOICE OF MISSISSIPPI
WJDX
5 000 D
1,000 N
JACKSON
N. B. C.

Construction Crescendo

A 100 per cent increase is good, but a 237 per cent increase hits a high note of importance. Mississippi construction awards in September showed a 237 per cent increase over the same month of 1944 and a 135 per cent gain over the previous month. The upswing in a large measure can be attributed to industrial and public engineering contracts.

Wise advertisers will take constructive advantage of the expanding market in Mississippi—America's State of Opportunity.

WJDX—the DOMINANT "Voice of Mississippi" effectively, efficiently covers this growing market.

Owned and Operated by
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

24 years of profitable peach fuzz

Each year over 2 million bushels... 10% of all the peaches produced in the whole South...picked in Spartanburg County alone!

WSPA SPARTANBURG, SOUTH CAROLINA
Home of Camp Croft
5000 watts Day, 1000 watts Night
950 kilocycles, Rep. by Hollingbery

FM Controversy

(*Continued from page 22*)

tive vice-president, CBS ". . . the quotes are wonderfully convincing"; and from Paul A. Porter, chairman, FCC ". . . I believe that your advertisements are worthwhile in stimulating listener appeal for this type of broadcast service"; from Harold M. Coulter, manager, audience promotion, Mutual, "Your ads are certainly outstanding in the broadcasting business."

Meanwhile, on Oct. 17 Mr. Cosgrove, using RMA stationery, dropped a note to Comdr. McDonald in which he re-stated his position on WBCA ad and concluded:

"I am attaching a photostatic copy of the avertisement, and I wish you would write me frankly if you support this type of advertising, and if you authorized yourself to be quoted in support of the statement as it appears in this advertisement."

McDonald to Cosgrove

From Comdr. McDonald to Mr. Cosgrove on Oct. 24: "I have your letter of Oct. 17th. I have already seen the advertisement sponsored by Station WBCA in Schenectady. Mr. Asch has shared with me your letter to him of Oct. 2, and I must say to you that I cannot agree with your letter to Mr. Asch on the basis that you are speaking for the industry when, in reality, you are voicing a personal opinion.

"I am a radio manufacturer, the same as Crosley, but, unlike Crosley, I have always been sold on FM. Therefore, the views expressed by you to Mr. Asch do not coincide with my own. I can understand that, in a diversified activity such as your own, your views may be divergent from ours who specialize in only one thing, that is radio receiver manufacturing.

"I am cognizant of the fact that there will be millions of sets sold without FM today, but this does not alter the fact that there is truth in Mr. Asch's statement as it affects the public in the future. Certainly I can see no objection to a statement which endeavors to enlighten the public. If ever a group of manufacturers has misled the public on certain important facts which they should know, it has been the radio and television manufacturers. You can hardly blame a broadcaster for expressing his convictions when the public are in as confused a state on both FM and television as they are now. I approve of Mr. Asch's advertising . . ."

But by that time, on Nov. 18 to be specific, RMA President Cosgrove had turned over the whole matter to the National Better Business Bureau Inc., Chrysler Bldg., New York—with the following contained in a letter to Edward L. Greene, general manager of the NBBB:

"Here's an interesting advertisement which I feel is very detrimental to the radio industry.

"It may be that you will care to take some action in connection with it."

Mr. Greene forwarded this correspondence, with recommendations indicating his own concurrence with Mr. Cosgrove, to the Schenectady bureau of the NBBB.

And there it stands. Except that Mr. Asch has said he has been notified by Philco Corp. not to quote their releases in any of his forthcoming advertisements—and has added that he would continue to use Philco quotes nevertheless.

Meanwhile, RMA's board will meet in Chicago Jan. 30.

'QUEEN' ALMOST LOSES THRONE

WHKC Offers Free Tickets to Broadcast—Finds Program Booked as Stage Show

MUTUAL'S *Queen for a Day* (P&G-Alka Seltzer) now on a nationwide barnstorming tour, almost lost her throne in Columbus, Ohio, where the program originated Dec. 17, 18 and 19.

As a result of announcements on the network, WHKC, MBS outlet in the Ohio capital, followed through with courtesy announcements urging listeners to write for tickets.

Two days before the scheduled appearance Mutual notified WHKC free tickets would not be available. The show would originate from the RKO Palace Theatre as part of the stage bill.

Carl M. Everson, WHKC general manager, immediately sent letters of regrets to several thousand listeners who had requested tickets, but by that time most of the harm had been done.

"Had we been notified in time that *Queen* was a vaudeville act, we would have refrained from giving it local exploitation," he declared. "We feel that the show is produced for a listening audience and that it should be open to the public wherever it is presented. WHKC has been placed in a very embarrassing position."

Walter A. Wade, vice president of A. A. Wade, Chicago, agency representing Miles Labs., co-sponsor, said the theatre booking was a "test" to determine which of the two ways—free or paid admission—was most successful.

"The cost of bringing *Queen* to different cities is very great," he explained, "and by taking theatre engagements we felt that the sponsor would avoid considerable expense."

The Mutual program recently played before 16,000 as a free attraction at Madison Square Garden, New York, but during its Boston stay was offered as part of a stage bill, with paid admissions.

When *Queen for a Day* played Chicago, Dec. 27-28, it originated from WGN's main audience studio and was open to the public without charge.

Anti-Commercial

PETITION signed by 11 California individuals urging Congress and FCC literally to make radio a public utility and deny present broadcasters access to FM licenses has been referred to House Interstate & Foreign Commerce Committee after its presentation by Rep. King (D-Cal.). Petition "deplores" profits made by broadcasters "failure of many stations" to operate "in the public interest" and offers program for legislation.

McLEAN BRITISHER, ENGINEER DECLARES

Editor, BROADCASTING:

I'm sorry to keep pestering you with letters of "correction" about, particularly, European matters, but on page 42 of Dec. 10 BROADCASTING, in the article on French television, I'm sure you will find that the U. S. expert mentioned, Francis C. McLean, is a Britisher! Mac won't be mad about it, but if there was ever a real Britisher at SHAEF, he was it. I should know. He was my boss there, and we had too many "discussions" about the BBC vs. American radio for me to hear him called American.

McLean was chief engineer of PWD-SHAEF from the inception of SHAEF until June or July of 1945, when he was relieved by H. J. P. Biggar. Both these men are BBC engineers, loaned by the Corporation for the SHAEF Psychological Warfare operation.

Mac's a swell guy, and this is just to say the BBC has some swell engineers, too.

DON V. R. DRENNER
Ex-PWD-SHAEF Engineer
Dec. 11, 1945

RCA Salary Increases

RCA VICTOR Division of RCA, Camden, N. J., has announced a general wage increase for salaried employes earning up to and including $378 a month. New rates went into effect Dec. 15 and represent increase of 10% in earnings of these employes, establishing a minimum monthly rate of $100.

WBNX
DAILY PROGRAMS IN
Italian
Polish
English
German
Jewish
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

Eavesdropping

REACTIONS of four small children to the Christmas morning exchange of gifts in their home were recorded—without the youngsters knowing it—by WOWO Fort Wayne on portable recording equipment concealed in the home on Christmas Eve. The recording was played back as a highlight of WOWO's Christmas afternoon programs.

NAB

(Continued from page 18)

They present station information in a manner convenient to time-buyers.

If the NAB board approves the plan for presentation covering pros and cons of an agency recognition bureau within the association, the project will be submitted to the sales managers [BROADCASTING, Dec. 24].

Mr. Pellegrin will explain sales helps and sales promotion assistance now given by the expanded Dept. of Broadcast Advertising. Worksheets helpful to local salesmen will be ready in time for presentation at the meetings. Progress report on the Joske's NAB department store radio clinic in San Antonio will be made by Mr. Pellegrin [BROADCASTING, Dec. 24]. Standard contract form approved by the Sales Managers Executive Committee is outlined.

Small market station representatives will be told about the department's new activities on their behalf, including a preliminary report on a survey of station salesmen's compensation conducted by F. Allen Brown, assistant director of broadcast advertising [BROADCASTING, Dec. 24], presented by Mr. Pellegrin. Retail sales worksheet will be reviewed, along with status of FCC wartime regulations covering employment of combination men. Mr. Pellegrin will offer a proposal that small market stations lacking publicity personnel submit news of station activities to a central agency such as the NAB for distribution to the trade press.

Western Electric Strike Would Paralyze Telephone System

CREEPING paralysis of a large part of America's nervous system —its telephone communications— was threatened last week as chief of Western Electric Employes Assn., on the eve of a scheduled Jan. 3 strike against 21 WE plants in New York and northern New Jersey, announced their tactical plans to spread strikes among other unions to reinforce their wage demands.

The union's plan: Slow but inexorable strangulation of U.S. communications with sympathy strikes against telephone companies across the nation. Obvious result of such a maneuver, if successful: Virtual silence on U.S. telephone circuits, serious dislocation of many U.S. industries, including network radio, which depends on telephone service.

Company Silent

Confronted by the union's determined plan, management of Western Electric kept mum about its projected defense, issued a single statement: "The company would welcome an opportunity to reopen negotiations looking toward an amicable settlement."

To the union, "amicable settlement" would mean a company offer to meet its demands for a 30% wage increase.

Announcement of the union plan came from Henry Mayer, attorney for the union, who said that at the outset of the strike picket lines would be thrown around telephone buildings in New York and New Jersey "where WE equipment is in use." Virtually every telephone exchange uses WE equipment.

The union plans to send pickets to Western Electric plants outside the immediate strike area, notably those at Hawthorne, Ill., near Chicago; Point Breeze, near Baltimore; Haverhill, Mass., and Long Island City.

Union's hope is that workers at picketed telephone headquarters and other WE plants will refuse to cross picket lines.

Aid of the giant National Federation of Telephone Workers, with a 250,000 membership in 47 locals spread throughout the country, will be enlisted by WEEA. Mr. Mayer said it was possible sympathy strikes of NFTW workers would break out after the WEEA call for help.

Approximately 200,000 other telephone workers, members of other unions, will be solicited by WEEA for assistance, Mr. Mayer said. Among these would be employes of certain of the New York and New Jersey exchanges where WEEA will picket initially.

Western Electric Employes Assn. claims membership of nearly 19,000 workers in the 21 New York and New Jersey plants which will be directly affected by the projected strike.

Strike vote among the membership was taken last Nov. 28. The strike D-Day was set by Frank J. Fitzsimmons, president of WEEA, and other members of the executive board two weeks ago after the union's refusal to accept a renewed company offer to raise wages 15%.

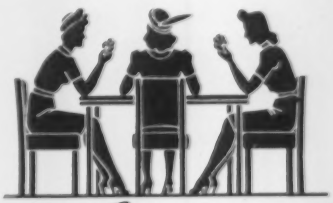
Benzinger Returns

CHARLES BENZINGER, for two and a half years with AAF, has returned to his former post with CBS as assistant to the trade editor in the publicity department.

Campaigns Violating Industry Ethics Cited

WARNING has been issued by NAB against two campaigns purportedly in violation of industry ethics and practices. Marva Mfg. Co., Chicago, is said to have contacted stations on a per-inquiry basis on behalf of cosmetics named for Marva Louis, wife of the boxer. NAB has invited the manufacturer to use radio advertising at card rates.

G. I. Handicraft Contest Committee, New York, operated by *Popular Science* magazine, is said by NAB to have contacted stations in an effort to get free time for announcements on a contest.



MEET *"the girls"*

WHO DO THE BUYING

WHIO will introduce you to Dayton and Miami Valley homemakers

When household buying subjects come up over bridge tables and at club teas, do Dayton and Miami Valley women have your story straight? You can reach "the girls" with your sales message over WHIO, the local station with the largest listening audience.

NEWS: UP, INS, PA plus CBS' BEST

WHIO
1290 ON THE DIAL
5000 WATTS
BASIC CBS
G. P. Hollingbery Co.
Representatives
Harry E. Cummings
Southeastern Representative
DAYTON, OHIO

Highlights

(*Continued from page 17*)

channels as against 40 for new services. Television given dual "downstairs-upstairs" setup.

Jan. 16—FCC makes provision for "walkie-talkies" in setting aside 10 mc band for Citizens Radiocommunication Service eventually to enable average citizen to talk with office or home on private frequency allocations.

Jan. 16—War Production Board orders virtual freeze of broadcast construction in policy coordinated through FCC because of wartime conditions.

Jan. 18—*St. Louis Post-Dispatch* launches drive to networks to eliminate middle commercials in news broadcasts and meticulously select news program sponsors. Campaign, which took on connotation of anti "plug-ugly," waged throughout year with repercussions nationwide.

Jan. 26—WINS New York sold by Hearst Radio Inc. to Crosley Corp. (WLW Cincinnati licensee) subject to FCC approval, for $1,700,000, plus $400,000 in time exchange for Hearst newspaper space.

Jan. 26—Nation's networks and stations contributed $11,250,000 in time, talent and facilities to Sixth War Loan campaign, again nearly reaching total effort of all other media combined, according to Treasury War Finance Division report.

Jan. 30—Radio's weekly payroll increased more than 18% in 1944 over 1943, with average broadcasting salary up more than 9% from $55.75 to $60.52, according to FCC analysis.

Jan. 31—Four major network time sales of $126,333,000 during 1944 achieve alltime high, increasing 21.2% over preceding year.

Feb. 7—Recapture of Manila by MacArthur troops heralded on air, highlighted by broadcast over NBC by Bert Silen, special events director of KZRH Manila, who had been in internment camp for 37 months. He began his broadcast: "Hello, NBC. As I was saying when I was so rudely interrupted over three years and a month ago—."

Feb. 7—National Labor Relations Board examiner finds threat of reprisals implicit in edict of James C. Petrillo, president of American Federation of Musicians, on platter-turner jurisdiction controversy with National Assn. of Broadcast Engineers & Technicians, and orders NBC and Blue (ABC) to recognize NABET as bargaining agent.

Feb. 8—AT&T announces it can provide program transmission channels to meet present and future needs of FM for both high-fidelity relay by wire lines or by radio.

Feb. 9—*Miami Herald* buys half-interest in WQAM Miami for approximately $250,000; *Newark News* acquires WBYN Brooklyn for $300,000, both subject to FCC approval (subsequently authorized).

Feb. 11—James C. Petrillo, AFM president, orders stoppage of all musical television programs to continue until further notice. Later declares he is studying whole question of use of musicians on video programs.

Feb. 12—FCC begins processing first group of stations to go on three-year licenses since extension of normal licensing period from two years.

Feb. 19—Shrouds of censorship which have kept from public gaze full truth about radar pulled aside by Great Britain. British technical publication, *Wireless World*, recounts development of radiolocation and hitherto secret elements in its operation.

Feb. 21—Establishment of 1,000,000 w station in Mexico to provide practically national service in republic and contiguous Latin-American areas proposed by Emilio Azcarraga, president of XEW Mexico City.

Feb. 21—FCC orders public hearings to determine clear channel station policy. Hearing thrice postponed and last scheduled to get under way Jan. 14, 1946.

Feb. 26—*Apache*, famed radio ship, moves in with invaders on Luzon operations, relaying network broadcasts and more than half-million words of press copy back to United States. Maj. A. A. Schechter, public relations officer on Gen. MacArthur's staff, directs traffic operations.

Feb. 27—NAB Board of Directors calls upon networks to eliminate "cow-catcher," "hitchhike" and cross-reference announcements at earliest possible date.

March 1—Edward J. Noble, chairman of American Broadcasting Co., files countersuit in New York State Supreme Court for libel for $1,000,000 in $2,925,0000 damage suit of Donald Flamm, former owner of WMCA New York, which was acquired by Mr. Noble.

March 3—George Henry Payne, 68, who served for nine years on FCC, dies in New York of heart ailment. He had been vice-president of Finch Telecommunications Inc. for preceding year.

March 5—BROADCASTING *Yearbook* survey shows nearly 8,000 radio employes in armed forces, representing nearly 30% of total personnel.

March 10—Third Annual duPont Awards for achievement in broadcasting won by WJR Detroit, WTAG Worcester and H. V. Kaltenborn, NBC news commentator.

March 12—60,000 w broadcast transmitter mounted in sections on 17 Army trucks reported in vanguard of American troops driving toward Berlin. Station subsequently used for broadcast purposes in ETO.

March 12—FCC Chairman Paul A. Porter, predicts closer check in station programs. Embarks on plan for 30-day speed of service on all applications which can be granted without hearing and 90-day speed where hearing is necessary.

March 12—Vast radio receiver market in which 65% of present radio families will buy new sets predicted following war in survey by Sylvania Electric Products Inc. Survey based on 31,000,000 of 36,000,000 families in country owning sets.

March 14—Charles R. Denny, FCC general counsel, nominated by President Roosevelt for FCC to succeed Commissioner T. A. M. Craven, who resigned to become vice president of Cowles Broadcasting Co. Denny, 38, is succeeded as general counsel by Rosel H. Hyde.

March 15—NBC owned and operated stations ordered to eliminate all middle commercials from news programs originated by network, consistent with *St. Louis Post-Dispatch* campaign.

March 20—George Foster Peabody Public Service Awards include WTAG Worcester; Col. Edward M. Kirby, chief, Radio Branch, Army Bureau of Public Relations; Raymond Swing, commentator; WLW Cincinnati; Cavalcade of America; Fred Allen; Telephone Hour; Human Adventure, Philharmonic young artists series; WNYC New York and Mayor LaGuardia; WIBX Utica; KOIN Portland; KVOO Tulsa; WFBL Syracuse; KMOX St. Louis—latter four for special citations.

March 30—Stations, networks and advertisers contributed $162,000,000 in time and talent for war messages during 1944, according to estimate by NAB, following formula adopted by Media Committee of War Advertising Council. Figure was 8% over 1943.

April 11—National Labor Relations Board asks U. S. Second Circuit Court of Appeals in New York for decree to compel NBC and Blue (ABC) to bargain with NABET on platter-turners, regardless of threats of reprisal by AFM.

April 12—Death of Franklin D. Roosevelt, "first radio President," stuns nation, which gets its news by radio. Radio handles tragic news with dignity. President Harry S. Truman goes to nation by radio. J. Leonard Reinsch, managing director of Cox radio stations, at White House as personal adviser to new President.

April 12—FCC tightens up on program policies by issuing temporary licenses to six stations pending reports on failure to devote as much time to sustaining programs as applications indicated. Subsequently, scores of other stations placed in temporary lists for same reason.

April 17—Philco Corp., Philadelphia, dedicates multi-relay network for television between Washington and Philadelphia, heralded as forerunner of nationwide television relay networks.

April 18—FCC issues proposed rules and regulations designed to tighten control over ownership of stations, policy personnel and filing of annual financial statements. Oral arguments set and subsequently postponed.

April 23—President Truman names Charles G. Ross, Washington correspondent for *St. Louis Post-Dispatch*, as press secretary, also in charge of radio contacts and clearance. J. Leonard Reinsch, who served as radio and press secretary for four days, named "radio adviser" largely because Washington newspaper corps opposed radio man handling press relations.

April 23—Presidential coverage by radio, entailing cancellation of commercials, rebates on talent and incidental expenses, win high praise from Government leaders and nation's press. Cost estimated at between 2½ and 3 million dollars.

May 2—WBT Charlotte, sold by CBS for $1,505,000 to Jefferson Standard Life Insurance Co., operators of WBIG Greensboro (later approved by FCC).

May 7—American broadcasters whip into action as total victory in Europe approaches. Elaborate plans made for formal proclamation of victory via radio by President Truman with all networks set to pool coverage.

May 7—United Nations Conference in San Francisco gets under way with 480 radio executives and employes registered for conference coverage and clearance. Estimated half-million dollars in out-of-pocket expenses involved in coverage.

May 8—With formal proclamation of V-E Day by President Truman, developments affecting radio break fast. Voluntary censorship provisions governing program types dropped with steps taken for immediate opening of new broadcast services such as FM and television.

May 16—FCC allocates all segments of spectrum above 25 mc except that portion from 44-108 mc embracing controversial FM and low-definition television assignments.

May 18—New Code of Wartime Practices covering radio issued by Director of Censorship Byron Price, embodying sweeping revisions. He placed radio and newspapers on equal footing for first time.

May 20—Minnesota poll of public opinion conducted by *Minnesota Sunday Tribune* shows that average citizen, at a ratio of better than two to one, prefers his radio to his telephone.

May 21—KYA San Francisco and KMTR

(*Continued on page 56*)

Truman on TV

PRESIDENT Truman's State of the Nation speech to both Houses of Congress, shortly after the second session convenes on Jan. 14, will be jointly picked up by CBS, NBC, and DuMont New York television stations WCBW, WNBT, and WABD, respectively [CLOSED CIRCUIT, Dec. 17]. Telecasts will reach New York via the new coaxial cable laid by the New York Telephone Co. between New York and Washington. Telecast will mark first time that television has ever been used in Congress. Pick-ups are planned as the President leaves the White House, enters Congress, and addresses the two houses. Personnel and equipment are being contributed by CBS, NBC, and DuMont. Special installations are being made in the Capitol for the pick-ups.

WLAW

. . . powerful 5000 watt station of Industrial New England, reaches a responsive market of nearly two million people. Potential customers for your product . . . the loyal listeners of WLAW spend approximately $650,000,000 annually for retail goods. Are you getting your share?

Basic Station
American Broadcasting Co.

WLAW
LAWRENCE, MASS.

NATIONAL REPRESENTATIVES:
WEED & CO.

The Largest TRANSCRIPTION LIBRARY OF AMERICAN FOLK MUSIC

M. M. COLE CO.
823 S. WABASH AVE.
CHICAGO 5, ILL.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
DEDICATED TO THE
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL GODLEY CO.
Consulting Radio Engineers
LABS: GREAT NOTCH, N. J.
OFFS: UPPER MONTCLAIR, N. J.
Phone: MONTCLAIR 2-7859

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
• International Building, Washington, D. C.
• 321 E. Gregory Boulevard, Kansas City, Mo.
• Cross Roads of the World, Hollywood, Calif.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and
Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone NAtional 7757

RAYMOND M. WILMOTTE
CONSULTING RADIO ENGINEER
PAUL A. deMARS
ASSOCIATE
1469 Church St., N.W., Washington 5, D. C.
Decatur 1234

JOHN J. KEEL
CONSULTING RADIO ENGINEERS
Earle Bldg. NATIONAL 6513
Washington 4, D. C.

LOHNES & CULVER
CONSULTING RADIO ENGINEERS
Munsey Bldg. • District 8215
Washington 4, D. C.

Frank H. McIntosh
Consulting Radio Engineers
710 14th St. N.W. ME. 4477
Washington, D. C.

MAY and BOND
CONSULTING RADIO ENGINEERS
★ ★ ★
1422 F St, N.W., Wash. 4, D. C.
Kellogg Bldg. • Republic 3984

HAROLD B. ROTHROCK
Consulting Radio Engineer
301 N. Greenbrier St.
Arlington, Va.
Chestnut 2267

Gate W. Ray
Consulting Radio Engineers
991 Broad St., Suite 9-11
Bridgeport 3, Conn.
Telephone 5-2055 Lab. Phone 7-2465

WORTHINGTON C. LENT
Consulting Engineers
INTERNATIONAL BLDG. WASH., D. C.
1319 F STREET N. W. DISTRICT 4127

HERBERT L. WILSON
AND ASSOCIATES
CONSULTING RADIO ENGINEERS
AM FM TELEVISION FACSIMILE
1018 VERMONT AVE., N.W., WASHINGTON 5, D.C.
NATIONAL 7161

HOLEY & HILLEGAS
CONSULTING RADIO ENGINEERS
1146 Briarcliff Pl., N.E.
Atlanta, Ga. ATwood 3328

ANDREW CO.
Consulting Radio Engineers
363 E. 75th St. CHICAGO 19
Triangle 4400

GOMER L. DAVIES
Consulting Radio Engineer
P. O. Box 71 Warfield 9089
College Park, Md.

DIXIE B. McKEY
ROBERT C. SHAW
CONSULTING
RADIO ENGINEERS
1108 16th Street N. W. Suite 405
Washington, D. C. NAtional 6982

WELDON & CARR
CONSULTING RADIO ENGINEERS
WASHINGTON, D. C.
1605 CONNECTICUT AVENUE
PHONE—MICHIGAN 4151

CHAMBERS & GARRISON
Consulting Radio Engineers
1519 Connecticut Avenue
WASHINGTON 6, D. C.
Columbia 8544

CONSULTING RADIO ENGINEERS
EQUIPMENT ENGINEERING CO.
ESTABLISHED 1939
COLORADO BUILDING • WASHINGTON 4, D.C.
600 PICKENS ST. • COLUMBIA 19, S.C.

KEAR & KENNEDY
Consulting Radio Engineers
1703 K St. N.W. REpublic 1951
Washington, D. C.

Universal Research Laboratories
ROYAL V. HOWARD, Director
1 NOB HILL CIRCLE
Pine & Mason Streets
SAN FRANCISCO
DOUGLAS 5380
A Division of Universal Broadcasting Company
Radio Engineering Consultants

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS, TEXAS

ROBERT L. WEEKS
CONSULTING ELECTRICAL ENGINEER
429 Russ Bldg.
San Francisco, California

Colton & Foss, Inc.
Electronic Consultants
• *WASHINGTON, D. C.* •
927 15th Street NW, REpublic 3883

John Creutz
Consulting Radio Engineer
328 Bond Bldg. REpublic 2151
Washington, D. C.

Broadcast — Allocation & Field Service
GILLE BROS.
CONSULTING RADIO ENGINEERS
1108 Lillian Way Phone: GLadstone 6178
HOLLYWOOD 38, CALIF.

WILLIAM E. BENNS
Consulting
Radio Engineer
COLUMBIA, SOUTH CAROLINA
830 Gregg St. Phone 7342

HORACE N. STOVIN
AND COMPANY
•
RADIO
STATION
REPRESENTATIVES
•
offices
MONTREAL • WINNIPEG
TORONTO

WCKY
the 50,000
watt voice
of Cincinnati

WJHP
JACKSONVILLE FLA
NORTHERN FLORIDA'S
BEST RADIO "BUY"
• Send for Details •
Represented by
JOHN H. PERRY ASSOCIATES

MUTUAL
NETWORK
Now On
WMOH!
Over 160,000
Radio Homes In
.5 MV/M Area!
WMOH
Hamilton, Ohio

Highlights

(Continued from page 54)

Hollywood for approximately $1,000,000 sold to Mrs. Dorothy Thackrey, president and publisher of *New York Post*, and Ted O. Thackrey, her husband, subject to FCC approval. Mrs. Thackrey is principal owner of WLIB New York.

May 25—FM is expected to become "finest aural broadcast service" obtainable in present state of art, according to FCC's final allocations report.

May 28—CIO, through its New York branch of United Office & Professional Workers of America, begins large-scale organization of network and agency personnel. Committee gets under way at CBS.

May 28—WPB eases antenna and building controls affecting broadcasting in slight thawing of wartime equipment freeze. Also allows doubled production of tubes for civilian set replacement.

May 28—U. S. Supreme Court for first time grants review against FCC to private litigant. WKBZ Muskegon, Mich., is granted review from FCC ruling granting application for same facility to applicant at Grand Rapids, while setting Muskegon application for hearing.

June 4—Radio's biggest customer, Procter & Gamble, Cincinnati, spends $11,000,000 a year for time alone, with talent expenditures of an equal amount according to first published study of premier radio account made by BROADCASTING.

June 11—Radio affairs of Elliott Roosevelt, second son of President and former head of Texas State Network and defunct Transcontinental Broadcasting System, hit front pages and Congress, after expose of negotiation of $200,000 loan from John Hartford, president of A & P grocery firm, subsequently settled for $4,000. Elliott placed on inactive duty as brigadier general in Army Air Forces, denies late President influenced his business transactions.

June 11—33 stations in major markets set to shift network affiliates June 15—second anniversary of FCC's network monopoly rules prohibiting contracts for more than two-year period. Mutual winds up with 267 stations; Blue with 196; CBS, 153. NBC, 151.

June 13—William Henry Wills, former Republican Governor of Vermont, nominated by President Truman to succeed Gov. Norman S. Case for seven-year term on FCC. Gov. Wills subsequently confirmed. Gov. Case enters private law practice in Washington June 30, after 11 years on FCC.

June 18—Crosley Corp., including WLW Cincinnati and shortwave adjunct, sold to Aviation Corp., aeronautical holding company, for $22,000,000 subject to FCC approval.

June 21—Eugene Octave Sykes, 69, Washington attorney who served for 12 years as chairman and member of both Federal Radio Commission and its successor FCC, dies in Washington of heart disease.

June 25—Sale of KQW San Francisco by Brunton Brothers to CBS for $950,000 cash negotiated subject to FCC approval. Transaction is sequel to sale of WBT Charlotte by CBS.

June 25—Radio pays tribute to Gen. Dwight D. Eisenhower on return to United States, accompanied by Capt. Harry C. Butcher, USNR, former CBS Washington vice-president and his naval aide during European campaign.

June 27—Allocations dispute between television and FM settled by FCC with allotment of 88-106 mc band and as FM's permanent home with television assigned 44-88 mc band for immediate use, as well as "upstairs" channels.

June 29—FCC creates precedent in opinion on controversial public issues involving UAW-CIO and WHKC Columbus. Effect of ruling, which states broadcasters should "make sufficient time available, on a nondiscriminatory basis, for full discussion . . ." all but cancels "controversial issue" clause in NAB code, which holds time should not be sold for discussion of such issues. FCC said it should.

July 9—President Truman, in letter to BROADCASTING, cites American radio as "in good hands" and says it "must be maintained as free as the press." He urges "regulation by natural forces of competition . . ."

July 14—Associate Justice Justin Miller, of U. S. Court of Appeals for District of Columbia, selected as NAB president for five-year term beginning Oct. 1.

July 16—Survey of key United States and Canadian markets indicates fall-winter business prospects for radio unusually bright. Main difficulty is time shortage on major networks and affiliated stations in top markets.

July 16—President Truman's letter to BROADCASTING evokes praise from all segments of radio and advertising. Former Gov. James M. Cox of Ohio calls it radio's "Emancipation Proclamation." David Sarnoff, president of RCA and chairman of NBC, describes it as "an inspiration to all broadcasters . . ."

July 23—Analysis shows American Tobacco Co., for Lucky Strike cigarettes, keeps in forefront of popular cigarette field through heavy concentration of radio advertising, spending less advertising dollars than its competitors.

July 23—Leonard A. Versluis announces formation of Associated Broadcasting Corp. (later Associated Broadcasting System) as new nationwide network to begin operations Sept. 16.

July 30—Charles I. Siepmann, former program executive of BBC, revealed working for FCC on program analysis disclosure, precipitates controversy on FCC's authority to engage in such program studies.

July 30—Capt. Harry C. Butcher, naval aide to Gen. Eisenhower, resigns as vice president of CBS upon release from active Navy duty to undertake writing two-volume diary titled *My Three Years with Eisenhower*. Book prepublished in selected installments in *Saturday Evening Post*, with Capt. Butcher paid record sum of $175,000 for magazine rights.

Aug. 2—FCC approves sale of $22,000,000 Crosley Corp., including WLW Cincinnati, to Aviation Corp. by 4-3 vote.

Aug. 2—FCC creates precedent in issuing financial rules and regulations, which also require data on policy-making personnel. Financial reports and other business contracts declared closed to public inspection, but with proviso Commission can open such records upon written request.

Aug. 6—Westinghouse discloses "stratovision" plan whereby airborne transmitters would relay television, FM and other broadcast services interlacing transmission from plane to plane, flying anchored courses at 30,000 feet. FCC authorizes tests.

Aug. 7—Wartime freeze on radio construction equipment relaxed by FCC with establishment of 60-day "thaw" period during which applications for all types of stations can be brought up to date to be considered effective Oct. 8.

Aug. 7—NAB Board of Directors devises Code of Ethics and substitutes "Standards of Practice." A. D. (Jess) Willard, former general manager of WBT Charlotte, named executive vice president and chief assistant to President Justin Miller.

Aug. 10—Radio brings Jap surrender offer to meet Potsdam demands, bringing first word to waiting world of war's end.

Aug. 10—First tour of broadcast executives to war theatre gets under way with departure of delegation of 15 for London. NAB President Justin Miller and J. Leonard Reinsch, radio adviser to President Truman, head delegation which spends 30 days in war theatre.

Aug. 13—With V-J Day, secret of atom bomb is revealed. Story of atomic energy is told to public. Byron Price, Director of Censorship, praises both radio and press for cooperation on atom bomb development and keeping of secret.

Aug. 14—President Truman announces formal Japanese surrender as radio sets off victory celebration.

Aug. 24—FCC extends band for New England to embrace 10 additional channels because demand for facilities exceeds available supply under former allocations. Northeast thus provided with 80 commercial FM channels instead of 70 originally set.

Sept. 3—End of war puts emphasis on local news but news ratings retain high level as primary news commodity, survey shows.

Sept. 5—Pope Pius XII, in extraordinary half-hour audience with U. S. Broadcast Mission to Europe, expresses gratitude to American radio for spreading gospel of good and placed upon radio great responsibility for uniting world into community of peaceful nations.

Sept. 6—FCC formally announces plan to adopt Crosley-Avco "open bid" policy on station transfers until new procedure is established. Sets Sept. 6 as deadline on transfers, which must accord with new bid procedure or be held up until new regulations or Congressional action empowers it to exercise jurisdiction over prices in transfer of stations.

Sept. 6—In its first proceeding for alleged violation of Section 15 of Communications Act, FCC dismisses complaint against WDSU New Orleans but issues strong admonition that stations are not instrumentalities for giving advantage to one political candidate for public office as against others.

Sept. 8—U. S. Broadcast Mission to European war theatre returns to U. S. after 30-day tour covering 12,323 miles with approximately 75 hours of flying time.

Sept. 12—Rules and regulations for FM broadcast issued by FCC, Followed week later by adoption of engineering standards relating to allocation and operation of FM stations.

Sept. 13—Nationwide strike of NABET engineers at all owned stations of NBC and ABC ends after 25½ hours with resumption of negotiations on new contract.

Sept. 14—Subscription Radio Inc., proposed "quarter-in-slot" home entertainment service, suspends as William Benton, president and founder, takes over as Assistant Secretary of State. Company previously had applied for three FM frequencies in New York.

Sept. 16—Associated Broadcasting Corp. gets under way as fifth national network with inaugural messages from President Truman and FCC Chairman Paul A. Porter.

Sept. 20—Mark Woods, president of American Broadcasting Co., resumes active direction of network's operation with Chester J. LaRoche, vice chairman and executive head during preceding year, dropping all executive duties. Mr. LaRoche subsequently resigned and sold his 12½% stock interest, as did Time Inc.

Sept. 24—Rules and regulations and standards of good engineering practice for commercial television stations issued by FCC.

Oct. 1—Two of nation's top newspapers—*Philadelphia Inquirer* and *Boston Herald-Traveler*—complete transactions subject to FCC approval for acquisition of broadcast stations. *Inquirer* purchased WFIL Philadelphia from Lit Brothers for $1,900,000. *Herald-Traveler* acquired WHDH Boston from Matheson Radio Corp. for $850,000.

Oct. 2—Official Washington and official broadcasting pay tribute to Justice Justin Miller, inaugurated as president of NAB. President Truman recognizes broadcasting's achievements in letter to new executive.

Oct. 8—With backlog of more than 1,000 applications for new standard, FM and television stations, FCC embarks upon task of awarding authorizations for postwar era of broadcasting. BROADCASTING survey indicates expenditures in 1946 will approximate $42,000,000 for FM, $38,000,000 for AM construction and $30,000,000 for television, or grand total of $110,000,000.

RADIO'S POSITION
In Peace Stressed By Noble

EDWARD J. NOBLE, chairman of the board of ABC, issued a reminder that with war's end a new obligation had settled on America. "Peace," he said, "must be earned not by wishing but through clear thinking and hard work."

Broadcasters, he said, have "a special mandate to clarify the issues still standing in the way of real peace on earth . . . the underlying responsibility has to do with presenting (on the air) leaders of thought and action whose ideas will most effectively show our citizens how to live tranquilly in the community of nations."

Radio's job of keeping America informed is three-fold, Mr. Noble said: (1) To tell stories which will fire the imaginations of all Americans; (2) To keep "a watchful eye on those elements, both official and private, which seek to serve personal rather than national interest," and (3) to "keep the common touch with the people."

"If we try to blend the joyous celebration of the end of the war with devotion to the idea of peace and its propagation throughout the land, we may someday review this era with pride in the fact that radio helped give understanding when the nation needed enlightenment," he said.

Oct. 8—Cuba reveals demands for high-power assignments of some 20 additional standard band frequencies below 1000 kc, resulting in steps toward engineering conference of North American nations in Washington to work out modification of so-called Havana Treaty and extension of North American Regional Broadcasting Agreement, which expires March 29, 1946.

Oct. 8—Survey by Katz Agency, New York, reveals 74% of listeners prefer 15-minute newscasts to those of shorter or longer length. Great majority — 64% — prefer straight news and commentaries.

Oct. 12—Opening gun in fight for high band vs. low band television fired at hearings when CBS Executive Vice President Paul Kesten declares flatly full color television "upstairs" is accomplished fact and proposes formula for temporary solution of allocations problem. Television Broadcasters Assn. proposes plan whereby 55 metropolitan districts would gain 62 television stations through use of directional allocations system.

Oct. 17—AFM President James C. Petrillo announces ban on dual broadcasting of musical programs on FM, as well as standard stations, with comments by all in radio that FM development thereby would be retarded.

Oct. 22—President Truman's radio car, capable of maintaining telephone or radio communication to any part of globe, is described graphically in first revelation of its existence. Car in use since 1942.

Oct. 25—FCC, in record-breaking day, grants 64 new FM stations and designates for hearing 231 applications for new standard stations or for modified facilities. Also adopts CBS basic allocation plan for FM metropolitan stations in Area 1 (northeast), immediate effect of which is to change assignments of 22 existing stations.

Oct. 30—President Truman's audience rating of 43.8 represented 30,820,000 adult listeners and 98.4% of sets in use. Late President Roosevelt holds all-high record, rating 79% on war message night of Dec. 9, 1941. Truman broke all daytime records with 64.1 rating for V-E Day announcement at 9 a.m., May 8.

Nov. 4—Worldwide recognition of role played by American broadcasting given during observance of national radio week Nov. 4-10, commemorating 25th anniversary of radio.

Nov. 7—Another milestone in radio's news coverage reached with President Truman formally dedicating new Radio News Gallery in Senate wing of Capitol.

Nov. 19—Elmer Davis, former director of OWI, announces return as radio commentator effective Dec. 2, starting thrice-weekly series of news analyses on ABC. Davis offered to advertisers at $1,500 for one broadcast, $2,500 for two, and $3,000 for all three.

Nov. 19—Bill to make certain American Federation of Musicians practices a felony because of onslaughts of James Caesar Petrillo against radio introduced in House by Chairman Clarence F. Lea (D-Cal.), of Interstate and Foreign Commerce Committee. Passage of bill (H.R. 4737) predicted early in new session.

Nov. 20—Association of National Advertisers votes to establish Radio Council as separate division to study Government regulations, network policies, union problems and talent costs.

Nov. 21—New television allocation plan adopted by FCC expands service, carrying out objectives of proposal made by Television Broadcasters Assn. It gives New York, Chicago and Los Angeles seven channels each and assigns additional channels to 33 other cities.

Nov. 26—Government ownership of radio supported by Chairman Clarence Cannon (D-Minn.) of House Appropriations Committee in debate on FCC appropriations for new fiscal year.

Nov. 30—American farmer reveals he likes American radio in survey titled "Summary of a Survey of Attitudes of Rural People Toward Radio". Survey made by Division of Program Service, Department of Agriculture, and released by FCC. News and information programs rate first, with serials second among women.

Dec. 3—Supreme Court rules in five to two opinion that FCC must hear all mutually exclusive applications before making grants —that it can't grant one application and set others for hearing if same facility is sought. Decision came in appeal of WKBZ Muskegon from FCC action granting new station to WJEF Grand Rapids. Opinion expected to have impact in licensing of FM and television stations in congested areas.

Dec. 13—Equipment for an FM station can be purchased at prices ranging from $6,420 to $85,101, depending upon power and can be delivered in five to 14 months, according to joint FCC-Senate Small Business survey.

Dec. 13—Tangle in network titles terminated with American Broadcasting Co. becoming "ABC" and Associated Broadcasting Corp. changing its title to "System" and becoming "ABS". Out of court settlement reached with American reportedly paying Associated $25,000 for symbol.

Dec. 14—Number of standard commercial stations in United States passes 1,000 mark for first time when FCC grants eight construction permits for new stations, bringing total to 1,001.

Dec. 14—FCC announces adoption of proposed rule on station transfers using open bid method. Calls for briefs and possible oral arguments before making rule final.

Dec. 17—Complete radio studios and pickup facilities at White House, including lighting and acoustics for television, disclosed as President Truman seeks $1,650,000 to enlarge and improve executive offices. Tentative plan includes studio seating 300, which would be used for news conferences and other group gatherings, as well as radio and video setup.

Dec. 19—FCC announces tentative allocation pattern for U.S. providing for more than 1500 metropolitan and rural FM stations. It adopts channel numbering system instead of arbitrary use of station frequencies.

Dec. 21—AFM President James C. Petrillo unleashes double-barreled blast at radio demanding (1) no further broadcasts of musical programs from abroad, effective Dec. 31; (2) ordered networks to "do something about affiliates which do not employ staff musicians," implying "secondary boycott restrictions." Foreign ban evokes violent criticism from nation's press as interfering with international relations and otherwise impeding good will.

Dec. 31—Doubling the number of broadcast stations of all kinds predicted during 1946 if production and labor doesn't break down. With 1,000 standard stations already licensed or authorized and several hundred FM stations conditionally granted, experts predicted at least 500 FM stations should be completed during year, with possibly 50 television stations on air. Additional 200 standard stations also predicted, swelling possible total to approximately 2,000.

Cycle Calendar

BASED on 13, 26, 39 and 52 week sponsorship cycles, contract date computation calendar for new year has been distributed by The Katz Agency, station representative. The copyright feature is printed in color on heavy stock, suitable for placement on wall or under desk glass.

To Use Radio

SCOTLAND COFFEE, Atlanta, Ga., is planning to use radio for first time in its advertising campaign effective early in 1946. Agency is Donohue & Coe, New York.

Signing Expected

CONTRACT between American Oil Co. (AMCO) and ABC for sponsorship of *Professor Quiz*, Thurs. 7:30-8 p.m. effective after the first of the year is expected to be signed early part of this week. Agency is Joseph Katz Co., Baltimore.

Doubles Schedule

WBKB, Chicago television station of Balaban & Katz, effective Jan. 2 increases weekly telecasting schedule by five hours of live studio originations, doubling time on air. Majority of time will be used experimentally in conjunction with local receiver manufacturers. Commercials will be increased from two to three minutes.

NBC "University of the Air" program series "Our Foreign Policy" has been selected as basis for a special course by the University of Maine Extension Division. Full university credit will be given for course which is designed to assist teachers in understanding current world problems. Series starts with Oct. 13, 1946, broadcast and will be heard on WRDO WLBZ WCSH, NBC affiliates.

V. L. CLARK CHOSEN FOR GAMBLE'S POST

VERNON L. CLARK, Des Moines lumberman, becomes National Director of War Finance for the Treasury, succeeding Ted R. Gamble, who resigned Thursday night, effective Dec. 31. Mr. Gamble, who directed sale of 157 billions in Federal securities, returns to Portland, Ore., where he operates a theatre chain. Mr. Clark has been executive manager of the Iowa war finance committee.

Praising Mr. Gamble's direction of the bond campaigns, Secretary of the Treasury Fred M. Vinson said he "has served his country in wartime truly with distinction. The story of war finance is a saga of mass sales that broke all records. Gamble's talent for organization is best exemplified by the thousands of able leaders he attracted into the war bond campaign throughout the country."

Resignation of Lt. David Levy, war finance radio director, in the near future has been predicted.

CBS Drops Drama

FOLLOWING objections received from affiliates, CBS Dec. 22 dropped radio dramatization of the Broadway play "Family Portrait," the lead roles of which represent the mother and brothers of Jesus during events leading up to the Crucifixion. Under sponsorship of Textron Inc., *Textron Theatre* substituted "A Child Is Born," which Miss Hayes, star of series, had previously broadcast. Objection by Catholic groups had formerly stopped road circuit of "Family Portrait", radio version of which Miss Hayes also had not favored. Textron agency is J. Walter Thompson Co., New York.

Emerson Replaces

EMERSON DRUG Co., Baltimore, starts *Jackie Coogan Show*, combining comedy and drama, in 141 CBS stations on April 29, replacing *Vox Pop* which Emerson drops on April 22 after a five-year association. New program will continue to promote Bromo Seltzer and has been selected as a summer show for the company, occupying the 8-8:30 p.m. spot on Monday night. Agency for Emerson is McCann-Erickson, New York.

WNEW Seeks 50 kw

WNEW New York last week filed application with FCC for increase of power from present 10,000 w on 1130 kc to 50,000 w on same frequency, clear channel on which KWKH Shreveport, La., is now dominant outlet.

Schlitz Sponsors

SCHLITZ BREWING Co., Milwaukee, Jan. 30 will sponsor special half-hour program on full ABC network commemorating city centennial. Program will originate from WEMP Milwaukee 9:30-10 p.m. featuring entertainment world celebrities. Agency is McJunkin Adv., Chicago.

SELL THE BOOMING HARD COAL REGION

WAZL

HAZELTON PENNSYLVANIA

NBC • Mutual

IT'S A FACT!

You can cover Ohio's Third Market at less cost. American Network affiliate.

Ask HEADLEY-REED

WFMJ

YOUNGSTOWN, OHIO

LIKE WLS IN CHICAGO

KTUC

GETS RESULTS IN TUCSON

CBS. Affiliated with The Arizona Network — KOY, Phoenix, KSUN, Bisbee-Lowell-Douglas.

JOHN BLAIR & COMPANY

ONE OF THE GREAT STATIONS OF THE NATION

kgw

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.

THROUGHOUT THE DEEP SOUTH
NEW ORLEANS
Folks Turn First to—
WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY
50,000 Watts
Clear Channel
CBS Affiliate—Represented Nationally by The Katz Agency, Inc.

U.P.
THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE
UNITED PRESS

It isn't miles but listeners that count in radio.
"Hooper after Hooper proves it!"
KTSM
Nat. Reps. Geo. P. Hollingbery
EL PASO, TEXAS

KILOCYCLES
5000 WATTS Full Time
American Broadcasting Co.
Represented Nationally by John BLAIR & CO.
KXOK
ST. LOUIS, MISSOURI

CBS Plans Early TV Color Showing

Yearend Review Cites 1945 Service; Predicts Expansion

CBS ended 1945 with one eye looking happily back upon successful operations in radio's "most eventful year," the other peering optimistically into what it hoped would be an equally eventful future. Reason for CBS's wall-eyed vision at year's end: If 1945 were worth remembering as a year of atom bombs and the President's death and war's ending, 1946 might be no less worth remembering, when the time came, as a year of application to peaceful use of some of the technical miracles man had made for war.

In a yearend review of its progress in 1945, the network decided that in "no preceding year did radio have messages of such import to deliver to the millions it serves." In 1946, the messages might not be so violent as those of 1945, but big news would be made in the means of delivering them. Proclaiming itself "the outstanding contributor (in 1945) to the advancement of improved, high-frequency television," CBS announced that invitations were in the mail for an early 1946 press showing of high-definition color television broadcast from its new transmitter atop the Chrysler building in New York.

CBS New York and Chicago FM stations, WABC-FM and WBBM-FM, although temporarily suspended from broadcasting while transmitters and antennas are being rebuilt, will resume broadcast on new frequency bands, the report stated.

Among CBS's past records was the tabulation of total hours of air time it devoted to the war effort from Dec. 7, 1941 to Sept. 2, 1945. In that period eight hours of every 16-hour radio day were assigned to broadcasting information, mobilization and morale programs. The accumulation of 10,586 air hours during that period accommodated a total of 58,603 broadcasts, of which 26,163 were sustaining and 32,440 commercial. In the course of those programs 73,066 mentions, messages, dramatizations and announcements of the day-to-day urgencies of war were made.

In the midst of its involvement with aiding the war effort, CBS found the energy to grow. During the first eight months of 1945, the network added 12 stations to its roster of affiliates: WCMI KERN WKRC WKIX KSO WJEF KTOH WFEA KOTA KGKY KSCJ and KTYW. A contract of affiliation with another, WPAY Portsmouth, O., becomes effective next March.

Lyman Directs

PETER LYMAN, former public relations director for KOMO and KJR Seattle, has joined Mac Wilkins, Cole & Weber, Seattle, as radio director. He was released from Navy as lieutenant commander after four years service.

BACK from the South Pacific in time for the Christmas party for employes of KTSA San Antonio, Capt. Ward Wilcox, USMCR, station salesman, is welcomed back to KTSA by station executives. Shown (l to r): Commercial Manager Rex Preis; Capt. Wilcox; General Manager George Johnson; Chief Engineer Bill Egerton.

Set Makers See 1946 as Banner Year; OPA Difficulty Eased, Says Cosgrove

MANUFACTURERS look to 1946 as a year of hard work, possibly the busiest in the history of the radio industry, marked by progress and prosperity.

Mr. Cosgrove

R. C. Cosgrove, vice president and general manager of the Manufacturing Division of Crosley Corp., president of Radio Mfrs. Assn., and vice president in charge of sales of Aviation Corp., said impetus already evident promises to project the industry into the busiest year it has ever had.

"End-production has been delayed because essential parts have not been available," he asserted. "This, in turn, was due to months of delay by OPA in setting prices on those essential parts. Unexpected work stoppages have sharply reduced manufacturing efficiency."

Brighter Picture

But now, he added, the "industrial picture looks brighter. The OPA is now slowly arriving at what manufacturers needed in the beginning and, today, a fairly satisfactory program has finally developed, which could, however, have been developed three months ago."

Mr. Cosgrove said "we have every reason to look forward to 1946 with anticipation, optimism and hope" and that "all of us are getting adjusted to the idea that . . . through cooperation for peacetime living, we can make the year that lies ahead one of unprecedented prosperity."

E. A. Nicholas, president of Farnsworth Television & Radio Corp., sees 1946 as "destined to be one of marked progress in the bringing of finer living and new comforts to American homes through television and radio."

200,000 TV Sets

Although not yet in "its ultimate state of perfection," television is "technically ready to go forward on a commercial basis as soon as transmitters can be installed and receivers distributed," he declared. He estimated 200,000 video sets will go to consumers in 1946 and said that "with the steady extension of transmitting facilities . . . I can foresee an output of at least half a million sets during the industry's actual first full year of production." He noted that production "will not be substantially under way until spring." Farnsworth, he said, expects to be among the first broadcasters to provide video broadcasting facilities, "transmitting visual programs by mid-1946, supplementing its established sound station in Fort Wayne, WGL."

Television development, Mr. Nicholas said, "will proceed concurrently with, but in no way supplant, the production of FM and regular AM receivers." Progress in transport communications for railways and highways also was foreseen.

Ernest H. Vogel, Farnsworth vice president in charge of sales, said "pent-up buying power, millions of new homes, highly improved products and a generally prosperous outlook" indicate a heavy consumer demand for durable goods in 1946.

He declared that television "in the next year will come into its own as a practically new market."

Chicago

(Continued from page 16)

it's a question of finding time."

One agency spokesman declared: "We anticipate the biggest year in our history as advertisers get the go-ahead on production."

Hub Jackson, timebuyer of the Russel M. Seeds Co., which handles the Brown & Williamson Tobacco Corp. account, said: "Our national billing in 1945 was handicapped only by restrictions of time and space." The agency anticipates capacity business in 1946.

Walter A. (Jeff) Wade of Wade Adv. Agency, with one of the largest radio accounts in Miles Labs., Elkhart, Ind., said Miles is able now to meet civilian demands and that by the second half of 1946 would undoubtedly increase its radio budget.

Margaret Wiley, timebuyer of J. Walter Thompson Co., said increased business will depend upon availabilities for anticipated spot campaigns for many clients.

Arthur Meyerhoff, president of Meyerhoff Agency, declared that any lack of national business would be due to unavailable time and restricted production because of material shortages. Meyerhoff handles network accounts of P. K. Wrigley Co. and Mutual Benefit Health & Life Insurance Co., Omaha.

George Stanton, media director of McCann-Erickson, stated: "A lot will depend on what happens to the automotive industry." Agency's largest radio accounts are Standard Oil of Indiana and International Harvester Co. McCann-Erickson's radio budget in 1945 exceeded $1,000,000 and is expected to be larger in 1946.

New Shows Planned

Ed Borroff, vice president and general manager of ABC central division; Harry Kopf, vice president and general manager of NBC central division, and H. Leslie Atlass, vice president of CBS central division, are planning new originations from Chicago next year. American plans some new audience participation types, NBC variety and comedy, while CBS will devote considerable time on WBBM, its Chicago outlet, to public service features.

Art Harre, general manager of WJJD, said constant improvements both technically and in production of local shows is expected to pay off with increased business in 1946. His station's spot and national business during 1945 was highest in its history.

Ernie Shomo, sales manager of WBBM, explained that radio needs an "elastic" minute to enable everyone who wants to buy time to get on the air. "We have had to say 'no' to scores of advertisers and with the tremendous public demand for merchandise restricted during the war it will still be a question of putting out the SRO sign without making enemies," he asserted.

Charles M. (Chick) Freeman, sales manager of WLS, said a great many farm advertisers were setting up radio appropriations and that it was still "a question of finding available time" for them to return to the air. Indicative of the station's optimistic attitude about 1946 is the number of new accounts now on the air which are not directly slanted at its huge farm audience.

"Only 20% of our advertising was farm accounts in 1945," Mr. Freeman commented, "and we are carrying more ABC network time than ever before."

Majority of agency and station representatives feel that possibility of reduced excess tax allowances will not "materially" affect the business outlook in 1946.

Lou Goodkind, of Goodkind, Joice & Morgan, said Chicago will continue to be a proving ground for radio, particularly daytime shows. He pointed out that the city offers unlimited opportunity for new business in the transcription and serial fields.

"We admit we cannot compete with New York and Hollywood for name talent which is demanded for nighttime radio," said Mr. Goodkind. "But Chicago still leads the field in the number of daytime network shows where the story and not the name is important."

Performing Mayor

IT HAPPENED following the speech of Donald McArthur, candidate for mayor of Dalton, Ga. The station was WBLJ, same city. Mr. McArthur delivered his campaign address, and then the announcer, Ed Craig, stepped to the microphone and stated, "The preceding has been a paid political *performance*." Mr. McArthur won the campaign, announcement notwithstanding.

WEST COAST

By DAVID GLICKMAN

MORE than $4,000,000 in national and regional spot business originated on the Pacific Coast during this past year and immediate outlook for commercial radio is even brighter for 1946. This was gleaned from check-up with West Coast broadcasters, sponsors, agency timebuyers and station representatives who conservatively predict an increase of better than 25% during 1946. Not a pessimistic note was voiced.

Pacific Coast radio is following national trend in its domination of other media. To keep this Number One place, the broadcasting industry must fight for the advertiser's dollar, it was cautioned. It was pointed out that the Pacific Coast is expanding faster than any other section of the country in the national spot picture, with an estimate of 20% increase given over 1944 regional figure.

Although aggregate of pre-Christmas advertising on the West Coast by retailers was considerably under last year's figure for all media, due to lack of merchandise, this is compensated for by growing use of radio from all business classifications. Most active local and regional advertising agencies report the largest list they have ever had for an early year start of new accounts. Budgets of many strictly Pacific Coast accounts are being increased from 20 to 50%. In many cases, division of appropriations is more favorable to radio than ever. Many are advertisers who were forced out of other media through the war years. Now converted to radio, they are portioning a large chunk of their advertising budget to that medium.

Radio Users Growing

West Coast agencies servicing national accounts in some cases are waiting year-end approval and go-ahead on recommendations which will bring new accounts to regional, spot or network radio, either in the Pacific Coast or western states area. Pending client approval to budget recommendations, agencies were reluctant to release proposed schedules on new or old accounts.

Station executives contacted by Hollywood office of BROADCASTING reported very few year-end expirations or terminations. Spot orders slated to begin in early 1946 are mounting with only hitch being time availability. Time already sold or reserved precludes any possible let-up or slump. Discounting the customary Hollywood hyperbole, this condition will continue to prevail for many months to come. Short-term contracts are being discouraged. Trend is toward 52 week contracts.

Although agency folks have always looked upon San Francisco as spot radio headquarters of the West Coast, both Seattle and Los Angeles are continuing to more than hold their places in the radio dollar spectrum. A heavy volume of new business will be placed from those cities during the coming year.

Increased Budgets

Practically every Los Angeles agency of any importance has become spot radio conscious in campaign planning. Many accounts will double spot coverage and for first time expand other territories outside Pacific Coast area. Agency men were very chary about talking in terms of money, but in most every interview were definite that accounts will increase budgets. Others, which formerly devoted advertising appropriations to black and white as well as other media, will branch out into regional network or spot radio in new and

(Continued on page 60)

Every national advertiser wanting results in the MARITIME PROVINCES OF CANADA should make sure that his schedule includes

CHNS

Halifax, Nova Scotia

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Representatives

FARMERS

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WIBW The Voice of Kansas in TOPEKA

West Coast

(Continued from page 59)

selected markets. Some confided that taxes will play an important part in advertising appropriation decisions and therefore clients are waiting on Congress before going ahead with plans. Schedules of others are in a state of confusion.

Consensus is that emphasis will be on straight sales-minded copy with budgets being tied more closely to sales volume. Radio during 1946 will do a merchandising job and be geared as an aid to the salesman. As such it will play an important part in supplementing sales organizations. Institutional advertising, it was opined, will taper off, except for those clients who have consistently used that type of copy in prewar days.

Religion continues as a heavy buyer of radio time from the West Coast, with every account contacted announcing increased budgets for 1946. There will be greater activity on the part of cosmetic accounts during the coming year, with many from the West Coast expanding out of that area into extensive national campaigns. Several such campaigns are in the making to break early in 1946, using both network and spot radio time.

Transportation Buying

Food product concerns and chain drug stores will continue to be big users of spot radio on the West Coast. Not to be forgotten are the West Coast manufacturers of soaps, cleansers, cleaning fluids who have ear-marked heavy appropriations for radio advertising. They will continue to use newscasts, participation programs, or sponsor full quarter-hours several times weekly on local stations as well as regional networks. Petroleum firms have in many instances already contracted for time that will carry them through 1946. All are doing straight selling jobs.

Motion picture exhibitors as a whole will be heavier users of radio and have set aside increased appropriations for same during 1946. Many firms returning to the air are luxury accounts and will advertise on radio for future business although commodities are not available at the moment. Not to be forgotten is transportation—air lines, railroads and bus services which continue as heavy radio time buyers.

It is interesting to note that more than 100 advertisers are sponsoring 263 quarter hours of West Coast regional network time per week. These are divided among Don Lee Broadcasting System, NBC Pacific, ABC Pacific, CBS and Associated Broadcasting System, with programs originating from San Francisco and Hollywood. Some of these advertisers are national while others are strictly regional. Several use additional spot radio to supplement regional network coverage. West Coast continues as a testing ground for several national accounts before going transcontinental.

Although no particular trends were predicted, agency account executives and sponsors were unanimous in that advertisers will continue to use types of programs or spots fitted to respective needs. It was reminded and reiterated that much advertising money that formerly went to newspapers is now directed to radio, but the broadcasting industry has a fight on hand to keep this type of business.

Shouldering blame with stations for crimes committed in the name of commercial radio, West Coast agency executives listed improvements which remain to be made. Radio must take a fresh slant on programs with an eye open for better techniques of production and presentation. New ideas, originality and greater variety in programs are more necessary than ever. A pinch of subtlety can be employed with desirable effects. Lengthy, hackneyed and repetitious commercials are unnecessary and increasingly nauseating to listeners, therefore better creation and handling of commercial copy are immediately imperative.

(The population of WHN's primary coverage area is 15,398,401, more than TWICE the number of people in New York City proper.)

WHN

Dial 1050 50,000 watts

Metro-Goldwyn-Mayer—
Loew's Affiliate

CANADA

By JAMES MONTAGNES

NEW ADVERTISERS are planning Canadian radio campaigns. Advertisers who have done little in radio during the war are now at work on enlarged campaigns, and many Canadian and American advertisers on Canadian stations are expanding their commitments for the early part of 1946. This is the consensus among Canadian station operators, representatives, advertisers and agencies as surveyed from Toronto.

The coming year looks the best ever to all those contacted. None had a pessimistic word. Strikes and possible unemployment did not figure in estimates and bookings already contracted for. Only deterrent to more Canadian radio advertising was in the heavy industries, where unsettled automotive strikes will keep car manufacturers out of radio in a big way for the early part of 1946.

CHECK for $1,000 and a letter explaining it is an award in the CBS $25,000 affiliated station promotion contest [BROADCASTING, Dec. 24] brought pleased looks to the faces of WDNC Durham, N. C., Manager J. Frank Jarman and Promotion Director Dee Johnson. WDNC won the award for best use of newspaper advertising.

Better Standards

There is a definite tendency to better shows and more listenable commercials. Stations and advertising agencies are doing a big job along this line. Many advertisers are finding their copy turned down by individual stations because it does not meet the standards set by the stations.

There will be a scramble for good time on all Canadian stations in the next few months, with most of the best daytime and all the good evening time sold practically across the Dominion. Agencies are finding it more difficult to get the right bookings for clients on more stations.

On networks there is a growing tendency for Canadian originated shows. CBC reports that more than half the 1946 network shows will be of Canadian origination, and the number of sponsors is growing.

The CBC Dominion network has nearly all its choice evening time sold, but is not yet in a position where it will become a daytime network. Among network advertisers are a number who plan to come on for the first time early in the new year. The new sponsors include industrial and financial organizations.

Local Business Up

Local advertising is holding up well, stations report, with an increasing number of sponsors wanting time. Local business is expected to increase early in the new year.

Representatives and transcription firms report a record number of new recorded shows booked for the first half of 1946. Agencies say that advertisers are finding better grade of transcriptions now available in Canada, through increased importation by a larger number of firms of U. S. produced syndicated shows. Tailor-made transcribed shows also are increasing in Canada.

Most advertisers and agencies expect to spend more money on radio advertising in Canada in 1946, with wartime restrictions lifted and excess profit taxes being eased to 60% in 1946.

The new year also will see several low power stations go on the air in Canada, some new 5 kw stations, and will see more than a dozen stations increase power to 5 kw. Equipment is gradually coming more freely from the factories. Many stations plan more powerful transmitters during the early months of 1946. Increased rates and ample advertising are in the books for most of these stations.

No Commercial FM

Canadian radio has no worries about commercial FM and television. There are no FM or television stations in operation yet, only three experimental low power FM transmitters being operated in Montreal and Toronto.

Largest loss in 1946 to Canadian broadcasting will be the large volume of Government sponsored advertising, especially for Victory Loans, the last of which sold in October. Some Government advertising is continuing, especially in connection with rationing, price ceiling, coal and housing shortages, and employment. Government departments in those fields are still on the air with regular daily and short term paid campaigns.

Automotive advertising has not been a big factor in Canadian radio for some years, and present indications are that neither American automotive shows will be piped in nor Canadian shows originated for at least the first half of the year. Automotive production is still only a trickle in Canada.

Generally speaking, Canadian broadcasting industry looks forward to a bigger year in 1946 than in 1945, which was a record breaker. Just how much money is to be spent in radio advertising in the early part of the new year is difficult to predict, as there are no figures on annual expenditures available. Estimates based on authoritative guesses lean towards about $10,000,000 being spent in 1945 on time purchased on stations alone, and of this about $3,000,000 is network time.

Retains Electronic Aids

U. S. COAST GUARD will retain electronic detection devices in peacetime operations, USCG officials said last week. After the Coast Guard reverts to the Treasury Dept., probably in January, the service will make use of radar and radio devices in navigation, in rescue operations, for locating icebergs, smugglers and fish and wildlife poachers. The Coast Guard was transferred from Treasury to the Navy Nov. 1, 1941.

PRE-HEARINGS MEETINGS SLATED

Presentation of Evidence for Clear Channel Sessions to Be Considered

IN PREPARATION for the clear channel hearings to begin Jan. 14, a series of meetings will be held during the next two weeks to plan presentation of evidence at the five-day proceedings. An agenda for the hearings is expected to be ready next week.

The three technical committees which have been preparing engineering reports for the hearings will hold meetings Jan. 7, 8 and 9. None of the studies assigned the committees has been completed but it was learned that preliminary data will be offered.

A fourth committee, assigned two major economic studies, will present a complete report of a survey of radio attitudes of rural listeners conducted by the Division of Program Surveys of the Dept. of Agriculture [BROADCASTING, Dec. 3]. A second study, being conducted by the Bureau of the Census to determine coverage of rural areas by clear channel stations, was still being tabulated last week but the essential findings were expected to be ready for presentation at the hearings.

Before the hearings get under way, informal conferences will be held by committees representing the two major industry groups concerned — the Clear Channel Broadcasting Service and the Regional Broadcasters Assn. The CCBS plans to hold brief sessions a day or two before the hearings to develop a general program for presenting its views on the issues. At least two representatives from each of the 16 member companies of the group will appear at the hearings. Chairman of the group is Edwin W. Craig of WSM Nashville. Chief counsel is Louis G. Caldwell, Washington attorney.

The regional broadcasters, represented by a working committee under the chairmanship of John Shepard 3rd of the Yankee Network, plans to call informal meetings soon to devise a procedure for submitting evidence. The RBA has a membership of 101 stations. Paul D. P. Spearman, Washington attorney, is its counsel.

Engineers from the member stations are likely to offer testimony for the clear channel group, with Andrew Ring, Washington consulting engineer, directing the presentation. Dr. G. W. Pickard and Paul F. Godley, consultants, are expected to handle engineering testimony for the regional group.

Testimony on the economic studies will probably be given by Dr. Angus Campbell and Dr. Rensis Lickert of the Dept. of Agriculture, who had charge of the rural attitudes survey, and Dr. Ross Eckler, assistant director of the Census Bureau, in charge of the coverage survey.

It is likely that several hundred representatives of stations, networks, industry associations, radio lawyers and consulting engineers will attend the hearings. Prior to the original May 9 date scheduled for the proceedings, appearances had been filed with the Commission by licensees of 53 stations, three major networks, one regional net and three farm organizations.

AFFILIATES OF ABC ASKED TO BACK FM

ASSERTION that the radio industry should quit worrying about bloodying its nose in probable future wrangles with James Caesar Petrillo over FM broadcasting was made last week by Mark Woods, president of ABC, in a message to all ABC affiliates.

"We do not believe that the radio industry should draw back from FM because of Mr. Petrillo's edict," he said. "That edict is but one phase of an overall problem which involves the broadcasting industry as a whole. The problem must be met and solved by the entire industry."

AFM's pocket-sized Caesar has ruled that broadcasters must hire double the number of musicians needed on any simultaneous AM-FM show.

Said Mr. Woods, in his letter to affiliates: "We believe that eventually FM will be the principal medium of broadcasting, particularly in urban areas." He urged "every local and regional affiliate to apply for FM and to become active in its developments."

Only through establishment of FM, he said, "can there be an equalization of facilities between the networks and provision for additional program services."

Capt. Chamberlain Back At CBS Technical Post

CAPT. ADOLPH B. CHAMBERLAIN, after more than three years with the Navy, has returned as chief engineer in the CBS engineering department. Before joining CBS in 1931, Capt. Chamberlain had seen Navy service as a radioman, second class; engineer in charge of field operations for WGY Schenectady; chief engineer and general manager of WHAM Rochester; vice president and technical director of Buffalo Broadcasting Corp.

At CBS he was responsible for design, installation, operation, and maintenance of many phases of broadcast equipment, some of which has become "standard gear" here and abroad. He was concerned with planning and supervision of station modifications and construction, including the transmitters at CBS outlets in Hollywood, Washington, New York and Boston.

AFRA ACCUSATIONS ARE DENIED BY WJOB

ACCUSATIONS by Ray Jones, executive secretary of AFRA Chicago that two employes of WJOB Hammond, Ind., were dismissed for "union activity" were denied by O. E. Richardson, station manager. Mr. Richardson said that the two men were "merely replacements" for announcers Stanley Davis, Frank Reynolds and Elmer Harkness, all released recently from the services.

"We were just living up to the GI Bill of Rights in guaranteeing these boys their old jobs. We have no contract with AFRA and the two men (Ted Carr and Gene Sheppard) were "in the process of joining AFRA when they were notified of their release," Mr. Richardson said. Mr. Sheppard has been retained. Mr. Carr has found other employment.

Shidel Returns

LT. COL. FREDERIC C. SHIDEL Jr. returned Dec. 28 to his former position as studio engineer at NBC central division, Chicago, after five years of military service. Col. Shidel served as staff officer with Signal Corps, Supreme Headquarters AEF from November 1943 to May 1945, in charge of preparing plans for AEF radio and radar equipment.

Zenith-FCC Data Scheduled for IRE

DISPUTE between FCC and Zenith Radio Corp. over frequencies for FM operation will come before the Washington Section, Institute of Radio Engineers, at its regular meeting Jan. 14, to be held in the Potomac Electric Power Co. auditorium, 10th and E, NW, at 8 p.m.

Edward W. Allen Jr., assistant chief of the FCC's technical information division, and C. W. Carnahan, of the research staff of Zenith, will discuss "Very High Frequency Wave Propagation Particularly in the 50 to 100 Megacycle Region," presenting results of actual measurements of signals over various distances in this portion of the radio spectrum.

Andalusia Tests

Mr. Allen's presentation, including results of tests at Andalusia, Pa., will be the first time these FCC measurements have been publicly discussed in detail.

Zenith has contended FM would be "hopelessly crippled" if left in the 100 mc band exclusively. FCC countered that tests show the "exact opposite" of Zenith's claims that substantially more power is required for FM operations in the higher band.

Fred W. Albertson, chairman of the IRE Washington Section, will preside.

CLEVELAND CLAMBAKE.... A tasty bit of listening that garnishes the WJW air-waves every afternoon, Monday thru Friday, from 1:30 'til 2:00. Cleveland Clambake is a sales haymaker with a rating at its time of day second to none in Cleveland . . .

BASIC ABC Network CLEVELAND, O. **WJW** 850 KC 5000 Watts DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

Balaban & Katz and GE Negotiations Complete

NEGOTIATIONS for the installation of a General Electric FM transmitter were completed last week by Balaban & Katz and GE representatives pending approval by FCC of application for a full-time commercial FM station in Chicago. Announcement was made by William C. Eddy, director of television and FM for Balaban & Katz and of firm's Chicago video station WBKB.

The GE transmitter is of new type embodying phasitron circuit, claimed to be as fundamentally important to FM as the introduction of crystal control to AM. Contract also calls for delivery of a four-bay FM circular antenna of latest design. Proposed FM operation is minimum 15 hours per day.

UE Says Westinghouse, GE, GM Strike Inevitable; Union Heads Meet Jan. 5

A STRIKE of over 200,000 employes of General Electric Co., Westinghouse Electric Corp., and General Motors (electrical division) appeared inevitable, according to a statement by the UE-CIO Union on Dec. 26 following a meeting of the coordinating committee of the three companies' union conference boards in New York and a conference of union leaders with the Labor Dept. in Washington.

The union stated that the coordinating committee decided that all local unions be advised to complete immediately all their preparations for a strike. A special meeting of the UE-CIO general executive board has been called for Jan. 5 in New York to consider the strike employes of the three companies voted for Dec. 13.

The union stated that its position in regard to General Electric Co.'s offer of a conditional 10% wage increase was a rejection of the offer, but declared that the union stood ready to resume negotiations upon the decision of the company to make an unconditional and adequate offer for a cents-per-hour wage and salary increase.

Veterans Seeking Houston Facilities

Group Files Application Asking Present KTHT Band

SEEKING the present facilities of KTHT Houston, which has applied for a change in frequency and increased power, a group of veterans, including two newspapermen, has filed an application with the FCC under the name of Veterans Broadcasting Co.

Principals are M. H. Jacobs, who was Washington correspondent of the *Houston Post* before the war; Douglas Hicks, formerly on the staff of the *Houston Press;* and Tom J. Harling, former salesman for the Poole Piano Co. All were officers during the war.

Grant of the application, which is contingent on KTHT vacating its frequency, would provide a fifth station for Houston and its only independent outlet. The existing four stations are affiliated with the major networks. The veterans group would take over the studio and transmitting equipment of KTHT.

KTHT has requested a change in frequency from 1230 to 790 kc and increase in power from 250 w to 5 kw. Licensee is Texas Star Broadcasting Co., owned by Roy Hofheinz, former county judge, and W. N. (Dick) Hooper, Houston oilman. Messrs. Hofheinz and Hooper have also formed the Louisiana Broadcasting Co., requesting a new standard station in New Orleans on 1580 kc, Canadian clear channel, with 5 kw power employing directional antenna for day and night use.

Ayres Heads FTC

WILLIAM A. AYRES of Kansas becomes chairman of the Federal Trade Commission Jan. 1 for the third time, through the annual rotation of the office among the five members. He succeeds Ewin L. Davis of Tennessee. Commissioner Garland S. Ferguson of North Carolina becomes vice chairman, succeeding Mr. Ayres. Col. Charles H. March was 1945 vice chairman until his death in August, at which time Mr. Ayres took over the office. Commissioner Ayres, a Democrat, has been a member of FTC since 1934. He is a former Kansas Congressman and attorney.

NAB Plans Survey Of Small Markets

Proposes To Study a Station In Each of 17 Districts

MANAGEMENT study of small market stations (under 5,000 w in community of less than 50,000) will be undertaken by NAB in the near future. Arthur E. Stringer, NAB director of promotion, will go into the field to make detailed study of one station in each of the 17 NAB districts.

Study was originally proposed last autumn by NAB Small Market Stations Committee. When the field work has been completed he will prepare an analysis of each station, possibly with overall conclusions covering the entire project.

Strictly anonymous, the station reports will go into standards of practice, employe-employer relations, public interest programs, national and local advertising, sales methods, program and engineering practices, rate policy and structure, daily routine of manager and staff, promotion and publicity, importance of station to community and area. No reference of any sort will be given that might reveal identity of the stations studied.

J. Allen Brown, assistant director of broadcast advertising, is compiling preliminary results of a survey of salesman compensation practices among small market stations [BROADCASTING, Dec. 24]. Results of this study will be presented to small market station groups at the NAB winter district meetings by Frank E. Pellegrin, director of broadcast advertising. He also will report on tentative plans for the management study.

CLOSE SPONSORSHIP ISSUE IS MYSTERY

NATIONAL ECONOMIC COUNCIL, New York, a private anti-labor group, refused to discuss a report published in *PM*, New York, that they were about to sponsor Upton Close, radio commentator. According to report Mr. Close in his personal newsletter, *Closer Ups*, said that "Americans of the Right" were quietly collecting funds to obtain radio time for him beginning in January. He said that "only $20,000" was lacking and made a plea for the remainder before the New Year.

In the same issue Mr. Close said the the NEC, whose purpose "has been to keep alive in this country the spirit of private enterprise, as distinct from the curse of totalitarianism . . . will end once and for all this business of a network getting politically pressured should it sustain my program, or sponsor getting frightened when a few communist cells have their members write him postcards that they are going to boycott his toothpaste or lead pencils."

As yet none of the networks has admitted getting request for Upton Close.

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Available locally on transcription—see C. MICHELSON, 67 W. 44 St., N.Y.C.

State Dept. Studies Shortwave Future

Macmahon Report Makes Four Proposals For Peacetime

INTERNATIONAL shortwave broadcasting will play a leading role in the State Dept.'s 44½-million-dollar permanent world-wide information service, which formally begins Jan. 1, William B. Benton, Assistant Secretary of State revealed Friday at a news conference in Washington at which he formally announced creation of the Office of International Information & Cultural Affairs [BROADCASTING, Dec. 24].

At the same time the State Dept. released, for Sunday publication, a 135-page memorandum prepared by Dr. Arthur W. Macmahon, consultant on administration to the State Dept. and professor of political science, Columbia U., following a nine-month study of international information. Dr. Macmahon was assisted by Haldore Hanson of the State Dept.

Mr. Benton said no plan had been evolved for the future operation of the nation's 39 shortwave outlets, now licensed to seven private corporations. He said that the international shortwave operations would continue status quo until June 30.

Macmahon Proposals

Dr. Macmahon, without making recommendations, submitted four proposals for peacetime operation of international broadcasting: (1) a private, limited dividend corporation in which all licensees would merge their present holdings, entity to operate stations under State Dept. supervision; (2) Government ownership; (3) mixed Government-private operation, with Government operating its own transmitters and private industry handling its own stations; (4) split private ownership (as before the war) with Government-owned equipment divided among present licensees, according to their options.

"It has not been decided whether the Government will continue to operate, maintain and program the radio transmitters in its possession, or whether these activities should be conducted through public or private corporations," said Mr. Benton. "The future control and operation of international radio is now being studied in the Department and recommendations will be made to the President and Congress within the next few months.

"Meanwhile it is essential to continue the operation of shortwave radio from this country, on a scale much reduced from that of wartime years, using 18 languages instead of the 40 used in wartime, and broadcasting for nighttime listeners only."

The Assistant Secretary declared it is the State Dept.'s aim to "avoid competition with private enterprise." Further, to assist private enterprise "in its efforts to break down barriers to its expansion abroad" and finally, it is not the Department's intent to "try to rival or outdo the efforts or expenditures of other countries in informational activities."

Former activities of the Office of War Information and Office of Inter-American Affairs will be absorbed by the Office of International Information & Cultural Relations, which succeeds the Interim International Information Service. Cuts of about 60% in personnel of OWI and OIAA between July 1, 1945, and June 30, 1946, will be effected. On July 1 the two agencies employed 5,782 persons at home and abroad, he said. By June 30 the number will have been reduced to 2,490.

850 in Shortwave

Approximately 850 will be employed in shortwave broadcasting, as compared with 1,325 on July 1, 1945. Radio activities of OWI and OIAA have been physically merged in New York and San Francisco. John W. G. Ogilvie, former radio director of the OIAA heads the new radio department of the Office of International Information & Cultural Affairs.

Mr. Benton outlined a nine-point program, which includes supplementary service to news agencies, radio and motion pictures. He referred to shortwave broadcasting as "an activity in the 1947 program which deserves special mention because of the magnitude of the operation relative to other activities".

Dr. Macmahon urged that the State Dept. "take the initiative in setting up a working group under the chairmanship of the FCC . . . to resolve this problem during the summer of 1945".

On Feb. 19, 1945, the Special Committee on Communications, set up by the State Dept. and headed by FCC Chairman Paul A. Porter, approved these recommendations:

"1. Direct shortwave broadcasts originating in the U. S. should be continued after the war on a daily basis.

"2. Facilities, both as to quantity and quality, should in general be as good as those of any other country."

An engineering subcommittee, headed by Commissioner E. K. Jett, submitted recommendations on Oct. 23, 1944, Dr. Macmahon's memorandum revealed.

Dr. Macmahon cited views of licensees, taken from heretofore confidential files, as follows:

Walter S. Lemmon, president, World Wide Broadcasting Corp.: "We believe that U. S. international broadcasting should be kept at about its present quantitative level immediately after the war and then expanded as the world needs may indicate the wisdom of such a course of action."

Crosley Corp., of which James D. Shouse is vice president in charge of broadcasting, wrote that "it should be expanded."

Associated Broadcasters commented: " . . . shortwave broadcasting should not be curtailed . . . the quantitative level should be frozen at the wartime maximum until later developments may justify further expansion."

Westinghouse Radio Stations wrote: "It is our present opinion that U. S. international broadcasting should be expanded after the war . . . during the immediate postwar period."

NBC stood with (Brig. Gen.) David Sarnoff for some version of a single private government-subsidized broadcasting entity.

CBS, through Paul Kesten, proposed a hybrid system: the Government would own, control, and operate enough international broadcasting transmitters "to express its views officially to listeners throughout the world"; the other stations would be returned to genuine private ownership and control, the ownership and operation being so divided "that it could be supported without great strain on any single licensee."

Other licensees indicated a "general desire" for private ownership under the prewar system, the Macmahon memorandum commented. Mr. Lemmon was quoted as saying his corporation believed that ownership and operations after the war should be in the hands of private companies.

Associated Broadcasters said present licensees should own, control, operate and program international stations after the war. Westinghouse proposed that "private industry should own and operate these stations" competitively but the "control of the stations and their programs should continue for a while in some department of our Government."

On financial support Crosley said commercially sponsored programs not only should be permitted but "encouraged."

Associated Broadcasters approved commercial programs, but felt the Government should compensate stations for time devoted to "selling goodwill to the rest of the world". Westinghouse wrote that in the immediate postwar period the Government should support shortwave broadcasting, but that later and gradually support would come from advertising.

World Wide, which receives contributions from various sources, contended that "if international broadcast stations are to be privately owned and controlled they should be supported by whatever particular method the individual licensee can work out providing the programs and methods of operation are in the public interest". Mr. Lemmon would charge the Government for time used by it.

FIVE YEARS OF THE BEST IN FM PROGRAMS

FOR five years WGFM, the General Electric Frequency Modulation Station in Schenectady, has been broadcasting distinctive musical programs. Because full fidelity transmission is possible only with locally originated live talent programs, WGFM has specialized in broadcasts of this character. As a result, listeners in the Capital District of New York State have had access to a wealth of full-color entertainment available only to those who have, during the war years, been fortunate enough to have FM receivers. For the best in programming for Frequency Modulation broadcasting, look to WGFM.

FREQUENCY MODULATION STATION

WGFM

GENERAL ELECTRIC

WGFM-60

Networks Stress Promotion, Public Service in New Year

MAJOR NETWORKS view 1946 with optimism, although admitting that competition will be stiff. There's a general tendency towards creation of new programs next year, emphasis on merchandising and promotion and increased public service.

William S. Hedges, NBC vice president in charge of planning and development, predicted that 1946 will be a good year for broadcasting. He pointed out that the "bulk of broadcast advertising comes from the manufacturers of consumer merchandise" who have found through long experience that "advertising is the cheapest and most effective method of securing distribution and most advertisers of consumer goods have found broadcast advertising to be the cheapest and most effective method of advertising."

A "tremendous increase in audience" through the sale of receivers in the "millions of new homes to be established" and additional sets in present radio homes will be swelled further as many women return from war activities to their homes, Mr. Hedges said.

Progress Ahead

"A year of substantial progress" is foreseen by James V. McConnell, national manager of spot sales for NBC, for the 11 stations his department represents. These stations have well-laid plans for postwar programming and are in a good position to capitalize on the continuing trend toward the sale of local programs. Advertisers using spot radio for the first time during the war period "have become convinced of the medium's many advantages and its effectiveness as a sales tool and will continue to give it a major place in their advertising schedules," Mr. McConnell believes. With advance sales already indicating a successful year, he predicted that all phases of spot radio — programming, promotion and sales—will become increasingly important throughout the country during 1946.

Optimistic outlook for 1946 network sales was held by John J. Karol, network sales manager of CBS. "Fortunately," he said, "network radio had very few 'war babies' and most advertisers continue to hold their valuable time franchises. It is already apparent that the network time situation will continue very tight during 1946, and we look forward to a greater broadening of the broadcasting band from a sales standpoint."

CBS, he said, has "observed . . . an increase in sales during Saturday morning and afternoon. There is still room for successful network broadcasting during the early morning and later evening hours as well as room for development during Sunday morning."

Elmo C. Wilson, research director of CBS, predicted improvements in research in 1946. Nationwide reporting on total station-audiences as well as "more refined and more extensive measurements of program audiences" will be facts in 1946, he said.

Fred M. Thrower, ABC vice president in charge of sales, stated: "With manufacturers leaving the throes of reconversion behind, the unprecedented public demand for goods of all description will soon be matched with unprecedented supplies. Advertising to channel that demand toward specified brand names is as necessary and as certain as production itself."

Frank Marx, director of general engineering for ABC, also expects 1946 to find that network actively entering both FM and TV, with ABC applications on file for stations of both kinds in New York, Chicago, San Francisco and Los Angeles. The FCC will probably act on the FM applications first, but Mr. Marx hopes that ABC will have at least one TV station installed and operating by the end of 1946. In the standard broadcast field, he said the network has applied for permission to increase the power of KGO San Francisco to 50 kw and to install a directional antenna to improve its service.

A plan to effect closer liaison between ABC and its affiliated stations by frequent district meetings of station men with members of the network's station relations department has already been started and will be pursued during 1946, John H. Norton Jr., vice president in charge of stations for ABC, stated. Meetings covering all phases of broadcasting—promotion, sales and general operating policies—will be held frequently.

Reporting on Mutual's plans for promotion and research for 1946, Robert A. Schmid, vice president, welcomed "a return to sales-per-dollar as the yardstick of worth of all forms of advertising." He said that "cost-per-thousand listeners actually delivered (which is radio's measure of its part in making sales possible) will outweigh in importance prestige and other 'ersatz' approximations of effectiveness of wartime years."

Mutual's station relations department forsees "intense activity" in 1946 "as a result of the FCC's granting facilities in markets not now served by the network, Carl Haverlin, vice president in charge of that department, stated. Pointing out that 47 of the 281 Mutual stations joined the network during the past year, Mr. Haverlin revealed that new station additions are contemplated in at least 25 markets, "in line with Mutual's policy of rounding out its national coverage and giving the advertiser maximum coverage at the lowest possible cost."

Robert A. Schmid, Mutual vice president in charge of promotion and research, said that "value-per-dollar seems to us to be the one factor in which advertisers will be most interested and so it will be measured in our research and stressed in our advertising and promotion."

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MEMBER RMA

ACTIONS OF THE FCC

DECEMBER 20 to DECEMBER 27

Decisions . . .

ADMINISTRATIVE BOARD ACTIONS

DECEMBER 14
(Reported by FCC Dec. 26)

WDAD Indiana Broadcast Inc., Indiana, Pa.—Granted mod. CP, authorizing new standard station, for installation new trans. and changes in ground system. Permittee is granted waiver Secs. 3.55(b) and 3.60 of Rules & Regulations; conditions.

DECEMBER 18
(Reported by FCC Dec. 26)

WAIR WAIR Broadcasting Co., Winston-Salem, N. C.—Granted CP install new vertical ant. and change trans. site to South Stratford, Winston-Salem.

DECEMBER 26
(Reported by FCC Dec. 27)

WHTB Voice of Talladega Inc., Talladega, Ala.—Granted license to cover CP authorizing new standard station 1230 kc 250 w unl. Also granted authority to determine operating power by direct measurement of ant. power. Licensee is granted waiver Secs. 3.55(b) and 3.60 of Rules & Regulations; conditions.

W2XJT William B. Still tr/as Jamaica Radio Television Co., Jamaica, L. I., N. Y.—Granted license to cover CP authorizing new experimental TV station on Channel 13 (210-216 mc), A5 emission and special for FM, 400 w visual, 100 w aural, unl. License is granted subject to changes in frequency assignment which may result from proceedings in Docket 6651 and upon an exp. basis only; conditions.

ANNOUNCED correction of frequency for new station granted Dec. 5 to Inland Radio Inc., Ontario, Ore., 250 w unl. Correct frequency is 1450 kc, instead of 1400 kc.

ACTIONS ON MOTIONS

By Comr. Denny
DECEMBER 18
(Reported by FCC Dec. 26)

Booth Radio Stations Inc., Logansport, Ind.—Granted petition to dismiss without prejudice application for new station.

By Comr. Durr
DECEMBER 21
(Reported by FCC Dec. 26)

Luther E. Gibson, Vallejo, Cal.—Granted petition to dismiss without prejudice application for new station.

By Comr. Walker
DECEMBER 21
(Reported by FCC Dec. 26)

The Wichita Beacon Broadcasting Co., Wichita, Kan.—Granted petition for leave to amend application for CP; amendment filed with motion accepted.

KAIR Broadcasting Co. Inc., Wichita, Kan.—Same.

Methodist Radio Parish Inc., Flint, Mich.—Granted motion to amend application; amendment filed with motion was accepted and application as amended was removed from hearing docket.

WCAE WCAE Inc., Pittsburgh—Denied petition for leave to intervene in hearing on applications of WREN et al for use of 1250 kc.

WLVA Lynchburg Broadcasting Corp., Lynchburg, Va.—Granted petition for leave to intervene in hearing on application of Virginia Broadcasting Corp. for new station at Roanoke, Va.

WSUN City of St. Petersburg, St. Petersburg, Fla.—Granted petition for leave to intervene in consolidated hearing set March 8, 11-16, 1946, re applications of WDNC WROL etc.

WICC The Yankee Network Inc., Bridgeport, Conn.—Granted petition for leave to intervene and for enlargement of issues re applications of The Metropolitan Broadcasting Service, New York, and Donald Flamm, New York, set for hearing Jan. 7-11, 1946.

Diamond State Broadcast Corp., Dover, Del.—Granted motion for continuance of hearing on application from 1-3-46 to 2-4-46.

Southern Media Corp., Coral Gables, Fla.—Granted petition for leave to amend application for new station; amendment filed with petition was accepted.

Glens Falls Publicity Corp., Glens Falls, N. Y.—Granted petition for leave to amend application for new station; amendment filed with petition was accepted and amended application was removed from hearing docket.

WIP Pennsylvania Broadcasting Co., Philadelphia—Granted petition for leave to intervene in consolidated proceeding now set Jan. 7-11, 1946; issues re applications of Metropolitan Broadcasting Service and Donald Flamm were amended and enlarged.

Paul D. P. Spearman, Jackson, Miss.—Granted petition for leave to amend application for new station and application was removed from hearing docket, provided that within reasonable time petitioner shall file with Commission his proposed amendment specifying proposed frequency.

WWPG Palm Beach Broadcasting Corp., Palm Beach, Fla.—Granted petition for leave to intervene in hearing on applications of Roderick T. Peacock Sr. tr/as Dayton Beach Broadcasting Co., and Wade R. Sperry et al d/b Dayton Beach Broadcasting Co.

FM Radio & Television Corp., San Jose, Cal.—Granted motion for leave to amend application for new station.

Tentative Calendar . . .

JANUARY 2

George H. Thomas, James J. Davidson Jr. and Daniel H. Castille d/b New Iberia Broadcasting Co., New Iberia, La.—CP 1240 kc 250 w unl.

CONSOLIDATED HEARING
Fresno, Cal.

FM Radio & Television Corp., San Jose, Cal.—CP 1370 kc 500 w N 1 kw D unl.

Broadcasters Inc., San Jose, Cal.—CP 1370 kc 1 kw DN unl. DA-DN.

United Broadcasting Co., San Jose, Cal.—CP 1380 kc 250 w unl.

DeHaven, Hall & Oates, Salinas, Cal.—CP 1380 kc 1 kw unl.

Central California Broadcasters Inc., Berkeley, Cal.—CP 1380 kc 1 kw unl. DA-N.

JANUARY 3

CONSOLIDATED HEARING
Charleston, W. Va.

REQUESTING CP 1240 kc 250 w unl.: James H. McKee, Capitol Broadcasting Corp.; Gus Zaharis and Penelope Zaharis d/b Chemical City Broadcasting Co., Charleston, W. Va.

CONSOLIDATED HEARING

Syracuse Broadcasting Corp., Syracuse, N. Y.—CP 1260 kc 5 kw DN unl. DA-N.

WLEU WLEU Broadcasting Corp., Erie, Pa.—CP 1260 kc 1 kw N 5 kw D unl. DA-N.

Other participant—The Yankee Network Inc., intervenor.

JANUARY 4

Bruce Bartley and F. L. Pruitt d/b Bremerton Broadcast Co., Bremerton, Wash.—CP 1250 kc 250 w unl.

PRESS ANSWERS PETRILLO LETTER

'New York Times' Attacks 'Irresponsible' Dictatorship; Others Make Comment

PUBLICATION of James C. Petrillo's letter prohibiting international pickups, together with revelation of his demand for employment of musicians by network affiliates, brought down upon the AFM president's head the wrath of many leading newspapers.

Said the *New York Times* in an editorial Dec. 26:

". . . Once more Mr. Petrillo decides what music the American people can and cannot hear. . . . He doesn't give a hoot for the hopes of United Nations leaders for a greater exchange of cultural programs among the nations. All he cares for is more jobs for the members of his particular union, and, with his mercantilist mind, he imagines that this program will create them. In further accordance with this aim, he now insists that all radio stations not employing musicians must engage regular staffs of instrumentalists regardless of whether or not they need them.

Quotas on Immigration

"In regard to his ban on foreign musical programs, Mr. Petrillo observes that the Federal Government imposes quotas on immigration. He insists that his union is merely following the same course, although it has to do it in a different manner because of the inherent power of radio to 'affect American employment from a distance.'

"It is nothing new for Mr. Petrillo to assume the powers of Government. He already established the private power of taxation when he successfully imposed an excise tax on every musical record made, to be paid directly into his union's treasury. . . .

"Mr. Petrillo's irresponsible private dictatorship, we may assume, is perfectly satisfactory to Congress, to the Administration and to the Supreme Court. Not only have they done nothing to curb his power, but among them they have in fact conferred these powers upon him. Mr. Petrillo has the power to ruin any radio station by boycotting it. He can order his musicians not to work for it. He derives a large part of this power from the Wagner Act, which forces the broadcasting networks to negotiate with him and him alone no matter how fantastic his demands or how anti-social his course.

"The mere fact that he contemptuously ignored orders of the War Labor Board and defied decisions of the National Labor Relations Board (with regard to jurisdiction over 'platter-turners,' for example) does not count against him. There is nothing in the Wagner Act which says that any labor leader has to come before the NLRB with clean hands. He can still use the board to force the broadcasting companies to 'bargain collectively' with him, and if they do not meet him more than half way, no matter how extravagant his demands, he can accuse them of 'not bargaining in good faith.'

"Again, Mr. Petrillo has the power to force any musician into his union—again by the threat of boycotting both him and his employer—and thereby prevent him from making a living unless he joins and knuckles under to Mr. Petrillo's authority. Finally, Mr. Petrillo is immune in his capacity as a labor leader from the anti-trust and anti-conspiracy acts, from the Federal Anti-Racketeering Act, and from other laws which less privileged citizens must obey.

"Will Mr. Petrillo's latest ukase at last sting Congress and the Administration into re-examining its labor legislation and its labor policy?"

'Washington Daily News'

In an editorial titled "So Spake Caesar," the *Washington Daily News* on Dec. 26, commenting on the ban on broadcasts from overseas, said: "If Caesar had ruled us from the beginning of our nation, we'd have been shut of a lot of foreign art and other stuff. We'd never have imported the Englishman's love of liberty; nor the Frenchman's cooking; nor the Italian's appreciation of beauty; nor the Swede's benefits to health; nor the Dutchman's cleanliness; nor the Spaniard's sense of courtesy. That's a lot of hobbledehoy. It never kept a union leader out in front of his dues payers, did it?

"Caesar already rules the tuneland of America. Now he feels he must conquer the whole musical world. If you hear a loud, ripping noise, that will be our music-lovers tugging at Caesar's toga. They're not likely to submit supinely to his dictatorial rule by ear."

The *New York Herald-Tribune* on Dec. 26 said "No one quarrels with the desire of 'the little chief' to look out for the 138,000 members of his union and to see that 'his boys eat.' The question is one of attitude and of method. In attitude there seems to be some slight doubt as to whether the interests of 140,000,000 people or of 138,000 of them come first. Stated differently, do the 138,000 eat at the expense of or in the service of the country as a whole? In method, the question is far more grave. Are the laws of the land to be made by duly-elected representatives in Congress assembled or by extra-legal fiat?"

The *Washington Post* in an editorial said:

"Just at the moment when the rest of us were invoking peace on earth and goodwill, Mr. J. Caesar Petrillo sent his Christmas message to the citizens of these United States. We anticipate that after a little interval of grumbling, this edict will be obeyed as meekly by the broadcasters as all of Mr. Petrillo's previous edicts have been. We likewise anticipate that Congress will do nothing to curb Mr. Petrillo's power.

"The next step, doubtless, would be for Mr. Petrillo to prohibit all nonmusical programs, whether they originate in this country or not, on the ground that they deprive American musicians of a livelihood to which they are entitled."

The *Washington Star* commented: "Mr. Petrillo on a number of previous occasions has demonstrated his dictatorial capacities, and there is more than a little reason to suspect that he rather enjoys the role. Certain the courts, Congress and the Administration do not object, or, if they do object, are not willing to do anything about.

"The only inference is that Mr. Petrillo is not interested in goodwill and good relationships with other nations in peacetime if that entails anything which might even remotely resemble nonunion competition from abroad with the American Federation of Musicians. Perhaps, in this situation, the President and Congress will be moved to deal with Mr. Petrillo and others like him. But the chances are that they will continue to do nothing."

RMA-RFC Meet to Revise War Surplus Sales Plan

JOINT committee of Radio Mfrs. Assn. and Reconstruction Finance Corp. will meet in mid-January on operation of the revised manufacturer agent sales plan by which RFC is disposing of war surplus electronics property. Revision of agency setup was adopted a fortnight ago [BROADCASTING, Dec. 17]. The joint group will screen the list of 230 manufacturer agents now handling and disposing of surplus electronics items.

Members of the RMA section of the committee are M. F. Balcom, Sylvania Electric Products, chairman and representing the RMA tube division; W. J. Halligan, Hallicrafters Co., set division; George E. Henyan, GE, transmitter division; Ernest Searing, International Resistance Co., parts division; Arthur F. Gilson, Stromberg-Carlson, amplifiers and sound equipment division.

Publication of Manual To Be Resumed by NAB

PUBLICATION of the NAB Manual of Broadcast Advertising, discontinued during the war, will be resumed by Frank E. Pellegrin, director of broadcast advertising. In preparation is a section covering a series of articles on use of radio by the brewing industry. The articles appeared in *Modern Brewery Age*.

FOUR TOP MARKETS!
Central Kentucky
WLAP Lexington, Ky.
Amarillo
KFDA Amarillo, Tex.
The Tri-State
WCMI Ashland, Ky. Huntington, W. Va.
Knoxville
WBIR Knoxville, Tenn.
All four stations owned and operated by Gilmore N. Nunn and J. Lindsey Nunn
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PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

First class operator for one kilowatt NBC affiliate Rocky Mountain area. Box 467, BROADCASTING.

College graduate to gather community news in New England city for radio broadcast. Full newspaper cooperation. Must know local news and how to get it. $45.00 weekly at start with opportunity to become newscaster with network affiliate. Send complete resume of education and experience. Box 635, BROADCASTING.

Wanted—Traffic manager by Indiana station. Outline background and experience in detail. Give references and salary requirements. Box 646, BROADCASTING.

Commercial continuity writer who can produce good volume of selling copy for all types of businesses. Spot announcements and programs. Steady position. WPAG, Ann Arbor, Michigan.

WKBH, LaCrosse, Wisconsin is in need of a competent news editor. The man we want must be capable of doing local reporting, writing and one newscast daily.

WMAJ at State College, Pa. wants young engineer with first class license. Write or phone immediately. Grand opportunity.

Wanted immediately—Two experienced announcers. Radio Station WHNC, Henderson, N. C.

Producer—by live station in excellent market, to handle musical and other production. Prefer one who has had considerable experience within station itself. Person who qualifies for this position has unusual opportunities. Send qualifications and references to Box 649, BROADCASTING.

Situations Wanted

Staff announcer and newscaster just discharged from Army after serving overseas as station manager for AFRS station. Civilian experience: 2 years as announcer. Age 27, married, 2 children. Prefer position on west coast, but will travel. Box 345, BROADCASTING.

Commercial manager available Feb., experienced, prefer commission only. Box 607, BROADCASTING.

Program director. Experienced production man. Writing, announcing, news, sports, play-by-play, acting, directing, alarm clock emcee. University degree. Former newspaper editor. Age 34, wife, child. Lieutenant Commander, USNR, two years overseas, ready for discharge. Box 617, BROADCASTING.

Newscaster—Network, network affiliate and independent experience. Can write own shows. Box 618, BROADCASTING.

Naval officer available January, 6 years broadcasting experience, culminating in 1½ years management. Interested in position as manager, possibly part-owner, of promising southern local. BS, married, 30. Box 620, BROADCASTING.

Announcer-Salesman, continuity, production. Can handle all phases. Small station preferred. Eight years experience. Successful local, national sales record. Good publicity and promotion ideas. Terrific mail puller. $65.00 week. Box 623, BROADCASTING.

Radio engineer discharged from Army. Fifteen years broadcast experience. First phone, second telegraph license. Capable any technical assignment. Army tenure consisted technical supervision nineteen stations. Desire west coast. Family. Best references. Box 627, BROADCASTING.

South Pacific foot soldier wants to sit down. I am not looking for money. What I want is a job that will provide me with valuable station operation experience. I have a disc of my voice I'd like you to hear. Please write Box 632, BROADCASTING.

Veteran, 23, contacts in entertainment field, wants job station, chain, agency, public relations office, magazine, newspaper. Well-rounded experience, public relations in Army. Bio available. Presently doing free lance writing newspapers and magazines. Buddy Basch. 771 West End Avenue, New York City 25.

Situations Wanted (Cont'd)

Public relations counsel-producer. Experience includes writing, directing, announcing, emphasis on news and special events. Thorough knowledge all phases of station operation. Programming and promotion a specialty. Four years Army radio PRO. Box 637, BROADCASTING.

Promotion-production. Experience includes writing, directing, announcing, emphasis on news and special events. BCS degree, and thorough knowledge all phases station relations. Box 638, BROADCASTING.

Announcer wants work in college town. Experience 5000 watt station. Audition disc. Excellent references. Box 639, BROADCASTING.

Announcer-producer. Five years experience news, commercials, ad lib, acting, writing. Ace sportscaster, play by play football, baseball. Married, sober, dependable, excellent references. Available January 10. Box 640, BROADCASTING.

Production, programming and organist with experience in over all operations of Radio Network. Will furnish own Hammond Organ. Just finished eight months with American Forces Network as producer and organist. Available 1 February 1945. Box 643, BROADCASTING.

Available—Girl with plenty know-how in radio. Publicity-promotion presentation-copy. 5 years on major stations; imagination, initiative and enthusiasm. Prefer west. Box 645, BROADCASTING.

Chief engineer—Desires change, now employed as chief 1000 watt station. 30 and married. Will furnish recommendations. Box 648, BROADCASTING.

Major network producer desires executive sales position. A ten year record indicates a thorough knowledge of production, sales and promotion. Character and integrity have been unquestioned. Veteran World War II. Sgt. James A. Thomas, 628½ N. Plymouth, Los Angeles 4, California.

Ex-serviceman—27 years old, married—would like announcer's position in Los Angeles vicinity. Has had experience on network station with studio programs, turntables, network co-ops, etc. Ready to begin work after first of the year. Write James F. Tunis, 7419 Lankershim Blvd., No. Hollywood, Calif.

Announcer, veteran, single, dependable, good voice, good appearance. Little experience at small hospital station overseas. Graduated 3 months' veterans' CBS Boston announcers school. Prefer starting small station. Will travel. Bob Schneider, 227 South 2nd St., Brooklyn 11, N. Y.

I need a job urgently. Navy Lt., age 26, married, just released from command position desires start in radio. Graduate Northwestern University and studied at Medill School of Journalism. Was called to active duty upon graduation and never got the start in radio I hoped for. Can write news, publicity and promotion. Have excellent knowledge of popular music slotting me as possible disc jockey. Hard worker, sober, willing to learn and desirous of getting ahead in radio and providing security for my family. Prefer NYC, California or Arizona. Available NYC interview now. Box 636, BROADCASTING.

Wanted to Buy

Order letters for products advertised on your station may be worth thousands of dollars to your clients, and liberal commissions to you. We are confidential, exclusive agents for mass buyers of mail order names. For full particulars contact—Mr. Buhl, S. D. Cates Company, 1930 Irving Park Road, Chicago 13, Illinois.

Wanted to purchase—One kilowatt transmitter, also all other equipment for radio station. Box 647, BROADCASTING.

For Sale

For sale—RCA 1 kw transmitter, type 1-C, complete with modulation and frequency monitors. Also, two 125 foot self supporting steel towers. Available immediately. Box 628, BROADCASTING.

For Sale (Cont'd)

New Diesel generating sets for your auxiliary power supply. Capacity 62.5 KVA, 50 kw, 240 volt, 4 wire 150 amp., 60 cycles. Priced low. Write for details. Box 641, BROADCASTING.

Western Electric 352E1 1000 watts transmitter complete with two sets new tubes perfect condition open for inspection. $4,000. Box 642, BROADCASTING.

Miscellaneous

Gags! Comedy! Free catalog. Box 616, BROADCASTING.

IRE WINTER MEETING JAN. 23-26 IN N. Y.

TECHNICAL sessions on standard broadcasting, FM, television, radio navigation aids, military applications of electronics, radar, and other electronic issues are included in the agenda for the 1946 winter technical meeting of the Institute of Radio Engineers, to be held Jan. 23-26 at the Hotel Astor, New York.

Edward J. Content, WOR New York engineer, chairman of the committee arranging for the meeting, announced that Dr. Frank B. Jewett, president, National Academy of Sciences, will be the principal speaker at the annual IRE banquet Jan. 24. Edgar Kobak, Mutual president, will be toastmaster. FCC Chairman Paul Porter will address the president's luncheon Jan. 25, honoring the incoming president, Dr. Frederick B. Llewellyn. Lewis M. Clement, vice president in charge of research and engineering, Crosley Corp., will be master of ceremonies at the luncheon. Maj. Gen. Leslie R. Groves will speak Jan. 23 at a joint evening meeting of the IRE with the American Institute of Electrical Engineers.

More than 120 companies have reserved exhibit space for the radio engineering show adjoining the meeting headquarters.

Robinson to FC&B

HUBBELL ROBINSON Jr., former vice president in charge of programming with American and prior to that vice president and director of radio with Young & Rubicam, New York, has joined Foote, Cone & Belding, New York, as vice president in overall charge of radio.

Novik, New York Stations Honored

Wartime Work Is Praised By Retiring Mayor

MORRIS NOVIK, who retires Jan. 1 as director of WNYC, New York's city-owned station, was presented with a stopwatch Thursday by the Radio Committee of New York, group of station special events directors who, under Mr. Novik, coordinated radio's civic service for the city's broadcasters during the war years.

Mr. Novik will produce Fiorello LaGuardia's broadcasts on ABC and WJZ New York, both series starting Jan. 6. He will also be active in the public service field of radio, working with non-profit organizations.

Presentation was made by Dave Driscoll, WOR news and special features director, at the Lotos Club. Mr. LaGuardia awarded certificates of merit to the following stations for their wartime work in disseminating governmental orders and information: WABC WEAF WJZ WOR WMCA WNYC WNEW WQXR WHN WINS WHOM WOV WBNX WBYN WLIB.

Certificates were also awarded the following individuals: Arthur Hull Hayes, general manager, WABC; Thomas Velotta, director of special events, ABC; Mr. Driscoll; Leon Goldstein, vice president in charge of special events, WMCA; Jo Ranson, director of public relations, WNEW; De Lancey Provost, general manager, WEAF; Eugene Thomas, sales manager, WOR; Mr. Novik; Sylvia Davies, assistant to the director, WNYC; Arthur Sinsheimer, radio director, Peck Advertising Agency, who served as liaison between the agencies and the stations.

The Mayor praised cooperation of the radio with the nation's defense effort and contrasted it with the attitude of the newspapers.

Rejoin KPO

DON STALEY, with Navy discharge, has rejoined KPO San Francisco as account executive. Leonard Gross, with release from Army, has rejoined station's public service department. Hal Wolf, returning from service, rejoins KPO as announcer.

● *CHIEF ENGINEER* capable of taking complete charge engineering department 5 kw midwestern network affiliate. Must be thoroughly experienced in all phases of operation maintenance and new construction with proven record as chief or assistant of 5 kw or larger station.

Ability to handle men and get along with others necessary. Permanent position with unusual future if you qualify. Please give full particulars about yourself including education, previous experience, salary expected and when available. Enclose snapshot. All replies confidential.

BOX 644, BROADCASTING

Congress on the Air? . . . . . An Editorial

Reprinted from the Washington Post Issue of Dec. 25

THE QUESTION of congressional broadcasts has come up again with reports that the Joint Committee on the Organization of Congress may recommend a weekly radio program entitled "Congress in Action." Proceedings of the Senate, under this plan, would be broadcast every Wednesday night and those of the House every Thursday night. We should like very much to see a program of this sort succeed, for we think that the people ought to know more about what their representatives in Congress are doing. But we do not see much hope of achieving that objective, or of benefiting either Congress or the public, through the proposed weekly broadcasts.

Chief among the dangers that special night sessions for broadcasting would encounter is that of special staging. Congress would be under great temptation to put on a show. Oratory would doubtless be encouraged in preference to simple business-like debate. We do not see how either house could perform naturally under these circumstances, and we do not believe that the public is interested in seeing Congress put on special performances for the sake of making a good impression.

Presumably an effort would be made to broadcast those debates in which the public would be especially interested. But that would necessitate holding up some important bills for the weekly radio debates. And how would the bills to be discussed over the air be selected? Who would be permitted to speak while the Senate or the House proceedings were on the air? Certainly the Senate would have to give up its rule of unlimited debate on these occasions. Otherwise one of its few demagogues would be likely to get the floor and hold it during the entire time of the broadcast.

A WEEKLY broadcast of Congress on either Wednesday or Thursday night will be recommended shortly after Congress convenes Jan. 14 by the Joint Committee on Reorganization, according to published reports in Washington. Sen. Robert M. LaFollette Jr., (P-Wis.), chairman, and Rep. A. S. (Mike) Monroney (D-Okla.), vice chairman, have been readying their report for full committee consideration early in the second session. Herewith is an editorial from the *Washington Post*, operator of WINX and W3XO, FM experimental station, on the proposed Congressional special broadcasts.

Consideration of this proposal, it seems to us, must start with the fact that much of the work of Congress is unglamorous routine. Many of the issues it debates on the floor are technical and dull from the viewpoint of the average radio listener. In broadcasting the proceedings of an ordinary session, therefore, the problem would be to acquire and maintain an audience. We suspect that a debate on appropriations for the ICC or renewal of the war-powers acts would be quickly turned off for the sentiment-dripping serials and fantastic dramas to which radio is so largely devoted in the daylight hours. Undoubtedly this is why the reformers suggest special night sessions of Congress that could be broadcast. But the special sessions would run into so many difficulties and create such a scramble among 96 members of the Senate and 435 members of the House for the privilege of getting on the air that the result might be to discredit Congress instead of boosting its stock in the eyes of the people.

It might be feasible to broadcast occasional sessions of either house in which there is great public interest, such as the Senate debate on the United Nations Charter. In that case the appearance of putting on a special show would be minimized and speaking time might reasonably be allocated by the committee in charge of the bill. Such undertakings would be wholly different from weekly broadcasts. We are inclined to think that if weekly congressional broadcasts are to be undertaken, the time could be most usefully devoted to specially arranged radio debates on issues before Congress or to weekly reports on the doings of the legislative branch by one or more of its members.

Priorities Section Set Up In RFC Regional Offices

PRIORITIES sections have been set up in the 31 regional offices of the Reconstruction Finance Corp. to expedite sale of surplus electronics equipment to priority claimants and veterans. Applications from all governmental agencies, veterans and nonprofit institutions are sent to RFC in Washington where effort is made to locate desired products.

This office freezes the goods and sets prices no higher than those offered at any trade level at time of disposal. If applicant accepts terms, regional office orders the goods shipped to him directly without agent commission. Veterans must be certified by Smaller War Plants Corp. before applying to RFC.

Hendon Named

CLAUDE J. HENDON, with General Electric Co. since 1927, has been appointed a commercial vice president, succeeding E. H. Ginn, retired. Mr. Hendon becomes member of president's staff, reporting to E. O. Shreve, vice president. Mr. Ginn continues as advisor until July. A. L. Jones, commercial vice president heading Rocky Mountain district, also retires following 41 years' service. His duties will be divided among W. B. Clayton, Denver area; R. M. Alvord, Salt Lake City area, and A. S. Moody, Butte, Mont., area. All are commercial vice presidents.

Wakefield Sees Expansion of Spectrum Opening New Vistas in Communications

RECENT discoveries involving the use of the higher regions of the radio spectrum will profoundly alter our national life and may "make of us one people of one world," FCC Commissioner Ray C. Wakefield predicted last Friday before a regional meeting of the American Institute of Electrical Engineers in San Francisco.

The tremendous developments in communication techniques, stimulated by wartime research, he said, will have at least as much effect on our daily lives as the previous developments of the telephone and telegraph.

Microwave Experiments

Expansion of the usable radio spectrum from 30,000 kc to 30,000,000 kc, Mr. Wakefield declared, makes possible enormous increases in radio services generally. As an example of the new services which can be established through the ultra-high frequency microwaves, he pointed to the "beamed radio relay" for which five companies have already received experimental authorizations.

This development, he explained, involves erection of low-powered radio stations at intervals of 20 or 30 miles between large cities and employing a new type of highly directional antennas which can beam "a bundle of radio circuits from point to point without wasting the power of the transmitter in directions other than the direction toward which the circuits are beamed." The signals are picked up, amplified and beamed on from one station to another and in this way, he said, a large number of telephone, telegraph, teletype, facsimile and television circuits can be handled simultaneously.

Commissioner Wakefield described "stratovision" as a "somewhat more speculative communication development" than the radio relay beam, multiplex transmission, or pulse time modulation. Whether airplanes flying in circles in the stratosphere will provide coast-to-coast relay transmission, he said, depends on relative economic considerations as compared with the relay beam and coaxial cable.

"One of the most interesting features of this stratovision operation," he observed, "is that the same planes which are used as relays can also be used to broadcast to the areas beneath them. One of the problems of FM and television with their relatively short distances of transmission has been how to reach the rural listeners in the wide open spaces. This broadcasting from airplanes may be an answer to that problem."

GORDON M. COLWILL, former manager of the supply department in the Detroit section of Graybar Electric Co., New York, has been appointed supply sales manager of the firm. He transfers to New York headquarters.

Spadea to Manage CBS Detroit Network Sales

JOSEPH R. SPADEA, who joined CBS last February as account representative in Detroit, following 26 months with the Army Air Forces, on Jan. 1 becomes manager of the Detroit office of the CBS network sales department. Previously, Mr. Spadea had spent nearly a decade in Detroit as manager in that city for Scott, Howe, Bowen and the Edward Petry Co., station representative firms.

Richard E. Elpers, recently discharged as major in the Transportation Corps and previously with CBS in Chicago for 12 years, will join Mr. Spadea's staff in Detroit after the first of the year.

Gladys Hall to NAB

GLADYS L. HALL, secretary to Capt. Harry S. Butcher, former CBS Washington vice president, on Jan. 2 joins the NAB headquarters staff as secretary to A. D. Willard Jr., executive vice president. She was secretary to Mr. Butcher from 1932 until he entered the Navy in June 1942 as naval aide to Gen. Ike Eisenhower, remaining at the CBS Washington office during the war as secretary to Earl Gammons, who assumed Capt. Butcher's duties. Since return of Capt. Butcher she has been assisting him in preparation of his book *My Three Years With Eisenhower*, now appearing in serial form in the *Saturday Evening Post*.

'Girl Marries' First In Hooper Daytime

WITH a rating of 8.6, *When a Girl Marries* led the list of weekday programs in December, according to the December daytime network report of C. E. Hooper Inc.

In second place was *Portia Faces Life*, with 8.5; *Ma Perkins* (CBS) was third with 7.9.

Average daytime sets in use were 17.8, or 1.4 more than November report, 2.4 more than last year.

Average rating was 4.8, compared with 4.4 for November and 4.7 for December, 1944. Average daytime available audience was 73.4 in the current Hooper report, an increase of 1 over the last report and 2.1 more than a year ago.

Highest sponsor identification index went to *Aunt Jenny* with 75.5. *Grand Central Station* had the highest number of women listeners per listening set: 1.45. *County Fair* had the most men listeners per listening set: .79. *Terry and the Pirates* had the most children listeners per listening set: 1.26.

Others in the top ten weekday programs were in order: *Breakfast in Hollywood* (Kellogg) 7.8; *Romance of Helen Trent* (MWTF) 7.8; *Pepper Young's Family* 7.7; *Young Widder Brown* 7.7; *Breakfast in Hollywood* (P & G) 7.7; *Our Gal, Sunday* 7.7; *Stella Dallas* 7.3, and *Big Sister* 7.3.

KFMB Sells SAN DIEGO

San Diego County is important on any marketing map . . . and KFMB is important in covering this concentrated market from "within." 373,000 persons live within 15 miles of our antenna.

KFMB
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.

Owned and Managed by JACK GROSS
Represented by the BRANHAM CO.

NEW YORKERS ARE LISTENING MORE

Pulse Survey Shows 1.3 Seasonal Upswing For Average Quarter-Hour Sets-in-Use

SURVEY of radio listening in New York by The Pulse Inc., personal interview radio statisticians, showed an increase in average quarter-hour sets-in-use in December. The increase, described as a seasonal upswing, was 1.3 over November. In the week studied, the December rating was 24.8, compared with 23.5 for November and 23.2 for December 1944.

Pulse also reported a special survey of foreign language listening in New York. An analysis of the flow of audience to foreign language listening from 9 a.m. to 6 p.m. was made for the quarter-hour preceding tune-in to the foreign language programs and for the quarter-hour following the programs.

Results

Survey showed that in the quarter-hour before the foreign language programs, 42% did not listen, 52% listened to the same foreign language on another station or to another foreign language, and 6% listened to English language programs. In the quarter-hour following foreign language listening 78% did not listen, 16% listened to the same foreign language on another station or to another foreign language, and 6% listened to English language programs.

Pulse reported that much English language listening in foreign language homes is to children's strip shows in the late afternoon and to record programs as well as to the usual daytime serial. Pulse concluded that much of the English listening is done by members of the foreign language household other than the housewife.

Highest quarter-hour listenership of top shows in New York was also reported by Pulse. Evening show ratings were: Jack Benny, 26.3; *Charlie McCarthy*, 21.7; *Lux Radio Theatre*, 21.7; Fred Allen, 20.7; *Aldrich Family*, 20.7; Eddie Cantor, 20; Bob Hope, 19.3; *Your Hit Parade*, 19; *Fibber McGee*, 17.7; and Durante-Moore, 17.

Daytime quarter-hour ratings were: *Kate Smith Speaks*, 7.3; *Big Sister*, 7.3; *Life Can Be Beautiful*, 7.3; *Helen Trent*, 7.1; *Ma Perkins*, 6.8; *Our Gal Sunday*, 6.8; *When a Girl Marries*, 6.3; *Aunt Jenny's Stories*, 6.1; *Portia Faces Life*, 6.1, and *News by Clark* (WABC), 6.1.

Quarter-Hour Ratings

Saturday and Sunday daytime ratings were: Army vs. Navy football game, 15.7; Notre Dame vs. Great Lakes football game, 8; *Children's Hour*, 8; *Nick Carter*, 8; *New York Philharmonic*, 7.3; *The Electric Hour*, 7; *Family Hour*, 7; *The Shadow*, 7; *One Man's Family*, 6.3, and *Make Believe Ballroom*, 6.3.

In Philadelphia Pulse analyzed quarter-hour sets-in-use for the November-December period this year as 22.9 compared with September-October 20.4 and November-December 1944, 20.2.

Top evening shows, by quarter-hour rating, in Philadelphia were: *Lux Radio Theatre*, 27.8; *Fibber McGee*, 26.5; *Charlie McCarthy*, 24.3; Jack Benny, 24; Bob Hope, 22.5; Fred Allen, 20.8; *Your Hit Parade*, 19.5; *Aldrich Family*, 19.5; Joan Davis, 18.3; Burns & Allen, 17.5.

Daytime shows in Philadelphia were rated as follows: *Kate Smith Speaks*, 12; *Life Can Be Beautiful*, 11.7; *Helen Trent*, 11.5; *Ma Perkins*, 11.3; *Our Gal Sunday*, 11.2; *Breakfast Club*, 10.9; *Aunt Jenny's Stories*, 7.8; *Second Husband*, 7.8, and *Two on a Clue*, 7.7.

Daytime shows Saturday and Sunday were rated: Football KYW Saturday, 19.8; *Children's Hour*, 14.8; *The Electric Hour*, 13; Billie Burke, 10.5; football WIBG Sunday, 10; *Family Hour*, 8.5; football WCAU Saturday, 8; *Let's Pretend*, 7.5; *The Shadow*, 7.5; *Nick Carter*, 7.5; *Westinghouse Program*, 7.5, and *New York Philharmonic*, 7.5.

WORKERS GET CUT IN AGENCY PROFITS

EMPLOYE PARTICIPATION in profits of Lennen & Mitchell, New York, is provided in a plan announced last week by President Philip W. Lennen.

The plan provides for issuance of two classes of stock: The A common stock, profit participating, is being sold at a nominal price to officers and key employes of the advertising agency on a pro rata basis, while the B stock, carrying voting rights, will be held by the four major stockholders, Mr. Lennen, Robert W. Orr, Ray Vir Den, and Mann Holiner. The firm's net profits, after paying a dividend on the capital stock, will redound to the benefit of the Class A stockholders.

Employes who later leave the firm must sell back their shares at the then-current value and the remaining stockholders may then buy these shares on a pro rata basis. A block of the shares will be held in the agency treasury for future sale to rising members and as an additional attraction for prospects of exceptional ability who may be added to the staff.

With four major executives holding the voting stock, the perpetuity of management is assured, regardless of retirement of anyone of the key administrators. The four executives have been principals in the firm for many years.

Women No. 1 Fans Of Radio Column

'Minneapolis Tribune' Reports On Readership Survey

WOMEN over 21 are the most avid readers of a newspaper's radio column, according to a readership survey of the *Minneapolis Sunday Tribune*, conducted under the direction of the U. of Minnesota journalism department.

The survey, with interviewees representing cross-sections of adults over 21 and minors between 12 and 21, showed that readership of the radio column, approximately three columns by 10 inches, exceeded that of any other news or picture on the same page. Of those questioned 36% of the women, 32% of the girls, 22% of the boys and 16% of the men said they read the column.

In other surveys, the Minnesota Poll, sponsored by the *Tribune* and *Minneapolis Star-Journal*, found that news takes first place and music second in the preference of Minnesotans; that *Radio Theatre* is the favorite program; and that 49% of those questioned said they prefer programs without advertising and 30% prefer them with ads, while 19% said it made no difference and 2% "didn't know."

In order of preference, types of programs were listed as follows: News 40%; music 35%; drama 19%; comedy 16%; quizzes 14%; church 8%; educational 6%; other types 2% (some indicated more than one). Music was definite preference of those in the 21-29 age bracket (64%). Popularity of church programs increased from 1% in the 21-29 age group to 12% in age groups over 50 years.

Those questioned in the Minnesota Polls representing a cross-section of Minnesota adults, ranked favorite programs in this order: *Radio Theatre;* Cedric Adams; Fibber McGee; Bob Hope; *Take It or Leave It;* Kate Smith; *Information Please; Hit Parade;* Charlie McCarthy; Jack Benny; *Town Meeting of the Air.*

In the poll on radio advertising, women were 51% for shows with-

KPAS
FOR LOS ANGELES
NOW
KXLA
SAME STATION
SAME SPOT ON YOUR DIAL
SAME TOPNOTCH PROGRAMS
BUT
NEW CALL LETTERS
KXLA
1110 on your dial
Universal's outlet for Southern California

out ads, 26% for programs with ads; men were 47% for programs without, 34% for programs with. Sixty-one percent of those in towns were for programs without, twenty-four percent for programs with. Farm vote was evenly split. Those in the youngest age group (21-29) indicated highest preference for no advertising (59%), while those in the oldest age group (over 60) were second with 57%.

In a Christmas poll, questioners found that 76% thought children should be taught to believe in Santa Claus; 19% thought they should not, and 5% were undecided. Among graduates of grade schools, 71% thought children should be taught there is a Santa Claus and 23% were opposed; high school graduates, 77% for and 17% against; college graduates, 80% for, 17% against. The rest in each group were undecided. Eighty-seven percent said as children they believed in Santa Claus; 13% did not.

RADIO IS THANKED BY CANCER CENTER

MEMORIAL CANCER CENTER Fund, New York, has made a public statement of gratitude to the radio industry for support given by radio to the fund. Statement pointed out that nation-wide support by radio had been given to the fund ranging from 30-second announcements to half-hour programs.

Mrs. Dorothy Lewis, NAB coordinator of listener activity, heads the radio committee of the fund, with Helen S. Sioussat chairman for CBS, Margaret Cuthbert chairman for NBC, and Elsie Dick chairman for Mutual.

Among those who have participated in radio broadcasts for the fund are Mayor F. H. LaGuardia, and Commentators Elsa Maxwell, Ilka Chase, Alma Kitchell, Adelaide Hawley, Margaret Arlen and Charlotte Adams. Revere Copper & Brass, New York, devoted a half-hour program to the campaign and donated $5,000 at the close of the broadcast.

Murdock Is Named WOL Sales Program Manager

WILLIAM D. MURDOCK joins WOL Washington as sales program manager Feb. 4 after 13 years as sales manager of WTOP Washington. According to WOL, the newly created post has grown out of the station's "heavier accent on programming."

Maurice B. Mitchell, WTOP sales promotion and publicity manager, becomes sales manager of the CBS Washington outlet Jan. 1 [BROADCASTING, Dec. 24]. Mr. Mitchell joined the station after his release from the Signal Corps early this year. Prior to Army service, he was in newspaper work, with the Gannett newspapers, and on the advertising staffs of the *Rochester Democrat & Chronicle* and the *New York Times*.

NOW a movie actor, Clete Lee (r), former announcer of KIDO Boise, Ida., is shown with KIDO Announcer Art LeTourneau during a visit to the station. Mr. Lee, who left KIDO to enter military service, was discharged in Hollywood and signed by International Pictures. Under the name of Byron Keith, he is given third billing in "The Stranger."

'XMAS GIFT'
Petrillo Outlines Reasons For Latest Demands

PAUSING in Chicago to drink a glass of beer with blind musicians attending the ninth annual party of AFM Local 10 and Local 208, AFM President James Caesar Petrillo gave his reasons for giving the radio industry its most unusual Christmas greeting.

"We're just protecting American interests from foreign competition," he declared. "Look at the tariff laws. Manufacturers are always lobbying in Congress to keep cheap material out of the country. Why the hell should musicians be suckers?"

Mr. Petrillo went on to explain why radio must render unto Caesar the things Caesar feels are Caesar's: "There was a time when a lot of foreign concert artists used to come to America, make a lot of dough, and then go back to Europe. They laughed at the union. But, brother, they're all in now."

"I'll tell you where a lot of the bangs I get come from—there are 900 radio stations, 300 owned by the press," he asserted. "Every time I make a move against radio, the press goes after me. You won't hear musicians saying anything."

Of the union's future, he said, "It looks good. The fact they go out on strike in the recording matter for 27 months without anyone drawing a string across a violin shows it's a strong organization. That cost some of the big band leaders $100,000 and they did not squawk."

Franklin S. Owen

FRANKLIN S. OWEN, 48, vice president of Kenyon & Eckhardt, New York, died suddenly at his home in Short Hills, N. J., on Dec. 25. Mr. Owen joined Kenyon & Eckhardt in 1939. He had been in advertising for 26 years, since his graduation from Harvard U. in 1919. He was formerly vice president of Williams & Cunningham Agency, Chicago.

Free American Radio Can Offer More Toward Future World Unity, Says Paley

By WILLIAM S. PALEY
President, CBS

EVERYONE who saw at first hand how radio was used in Europe during the war must necessarily have it influence his thinking about the future of radio in this country. What most of us think of as primarily a medium of entertainment and enlightenment I saw used, by our enemies, as a very effective instrument of evil.

Mr. Paley

Our use of the same instrument was also very effective. But, since we were fighting to restore civilization in large areas of the world and to reinstate freedom among millions of enslaved people, we believed we used it as an instrument for good. The fact is that we, and the enemy, had a powerful weapon in our hands—the dangerous weapon of controlled radio.

The subtle, devious, persistent techniques of controlled radio, by which masses of people can be led to do and believe what a few other people want them to do and believe, have never been used in this country. For that reason alone, it is difficult for American listeners—and broadcasters—to conceive that they might ever be used on our stations.

Free Competition

Our system of broadcasting carries with it automatic safeguards against any broadcaster who would direct his operations for selfish ends or in an unfair and autocratic manner. There is the free competition among stations and networks constantly striving for the ear of the listener and there is the right of the listener to register his likes and dislikes by "tuning in" or "tuning out." Then again there is the great good sense of the American people who realize that any form of controlled information is a firm but definite step away from our democratic form of life. But these safeguards are not enough if the broadcasting industry is to become complacent or neglect the high degree of responsibility it must bear constantly.

In my opinion, the American system of broadcasting has a creditable and commendable record of public service. Many glowing pages were added to the record during the war. It took the war, however, to reveal how big radio really is; how important its role can be in the years that are just ahead. If we are to admit the value of our past, we cannot deny the increased responsibility of our future.

I believe that American radio has more to offer than it has yet contributed, not only to our own people, but to the people of the world. More than any other group or industry, we have opportunities to foster unity, tolerance and understanding—nationally and internationally. We have opportunities to keep the best informed and entertained audience in the world even better informed and entertained. We have opportunities to make strides and show advances in these fields because of the very strength of our system of broadcasting. It will be strong as long as it is free.

Seattle Stations Sub for Newspapers

Radio Only News, Advertising Medium During Strike

SEATTLE stations have come to the fore in public service during current newspaper printers strike, now extending into its seventh week.

Stations have been deluged with demand for spot time with theatres as well as department stores, specialty shops and other retailers buying as many announcements daily as available on KEVR KIRO KJR KOL KOMO KRSC KXA.

Retail stores, already heavy time buyers, have expanded use of local radio 50% since Seattle has been without daily newspapers. Stations cooperated by moving local features to make room for retail stores and theatres. Word went out that regardless of sold out conditions station time would be made available in event serious need for extra advertising developed.

KOMO is carrying special classified advertising program covering real estate, lost and found, household articles for sale and exchange. KOL has a daily obituary column. KJR sends cards with news of the day to major department stores. Ship movements of interest to servicemen's families has been started on KXA KIRO. Latter station has also augmented its classified *Swap and Shop* program.

KIRO points up all its newscasts by calling attention to them throughout the day. In some instances five newscasts have been lenghtened to quarter hour. KEVR emphasizes local news on the hour every hour. Stations are working in close cooperation to publicize all community and civic events.

As example, broadcasters went all out to publicize Victory Loan appearance of NBC *Truth or Consequences*, Gen. Wainwright's appearance, Victory Loan queen contest, Lucky Bond nights. They also banded together in appeal to citizens to invite stranded servicemen into private homes over Christmas and New Year holidays. Expanding newsroom staffs, stations have taken over regular news channels covering police, hospitals, coroner's office, union meetings and in addition as a public service, are giving both sides of printers strike with progress of settlement.

At Deadline...

NAB ASKS THREE YEAR LICENSES FOR FM STATIONS

NAB FM Executive Committee, meeting Friday at Palmer House, Chicago, decided to file petition with FCC seeking revision of existing FM license applications from one to three years and to request set makers to submit definite figures on number of receivers released and areas in which distributed. Robert T. Bartley, NAB FM Dept. director, was chosen to contact set makers.

Mr. Bartley said he hoped manufacturers would submit figures to NAB research department rather than private accounting firm. Committee approved FCC action on channel numbering of FM frequencies.

Present were Mr. Bartley; Walter J. Damm, WTMJ Milwaukee, chairman; Gordon Gray, WSJS Winston-Salem; Paul W. Morency, WTIC Hartford; Les Johnson, WHBF Rock Island; Wayne Coy, WINX Washington; absent, Justin Miller, NAB president, and C. E. Arney Jr., secretary-treasurer. John Shepard 3rd, Yankee network, and Frank Stanton, CBS, were absent because of transportation difficulties.

CRNA NAMES COMMITTEES

TWO committees were named Friday to nominate candidates for office in the new Chicago Radio News Assn. and to draw up a statement of aims. Radio news editors and special events men are members. Committee to designate offices and nominate candidates includes Don Kelley, WBBM, chairman; Jim Bormann, PA; Con O'Dea, WENR. Committee to draw up statement of aims and eligibility includes Julian Bentley, WLS, chairman; Charles Ahrens, UP; Jim Dale, WIND; Everett Holles, WBBM; Robert Hurleigh, WGN. Election of officers scheduled Jan. 9 at Merchants & Mfrs. Club. William Ray, NBC news chief, is temporary president.

WESTERN ELECTRIC COUNTEROFFER REPORTED

WESTERN ELECTRIC Co. late Friday reportedly attempted to avert scheduled Jan. 3 strike of 19,000 workers by offering new counterproposals to Western Electric Employes Association's demands for 30% wage increase. Report, from union sources, not confirmed as BROADCASTING went to press.

Henry Mayer, union attorney, said Frank J. Hamil, WE personnel director, called a meeting with union representatives and made an offer "slightly better" than earlier one—a 15% wage rise. Mr. Mayer said union would reply over weekend but he doubted offer would be acceptable.

COLLEGE CODE RATIFIED

REPRESENTATIVES of 19 student-operated college radio stations met Saturday in New York to ratify codes of practice which will regulate broadcasting on Intercollegiate Broadcasting System. Stations of IBS operate with low power, are heard only in college buildings. Codes set standards of news presentation, business ethics, engineering operations and broadcast quality.

FORD'S SPECIAL AD

FULL-PAGE four-color *Life* magazine ad boosting special Christmas show on *Ford Sunday Evening Hour* (ABC Dec. 23, 8-9 p. m.) cost the motor maker about two-thirds as much as show itself. Tariff for the *Life* ad, $13,775; for show (including talent and time), approximately $20,000.

'ADVENTURE' RETURNS

WGN Chicago's *Human Adventure*, dropped by Revere Copper & Brass on MBS Nov. 24 and replaced by *Exploring the Unknown*, returns to MBS as sustainer Jan. 2. Produced under auspices of U. of Chicago, show will be heard 7-7:30 p.m. (CST). First show titled "Atlantic Migration", story of immigration to America.

MORE THAN 1,300,000 gift packages were distributed to sick, wounded and disabled servicemen at Christmas as a result of Eddie Cantor's radio drive, according to John Stelle, national commander of American Legion, joint sponsor of campaign.

Closed Circuit

(*Continued from page 4*)

expected at his house. Comdr. Craven has prior Washington commitments relating to FCC allocations and hearing activity.

NAB will announce this week new chief counsel to succeed John Morgan Davis, of Philadelphia, who resigned to resume law practice in Philadelphia [BROADCASTING, Dec. 24]. New attorney expected to be former law associate and friend of NAB President Justin Miller.

LITTLE is being said publicly, but contending forces at clear channel hearing Jan. 14 are burning midnight oil preparing cases from opposite sides of technical and economic radio outlook. Regional group has aligned some 200 stations who have contributed four times their standard hourly rate with Paul D. P. Spearman as chief counsel, with Paul Godley and Dr. G. W. Pickard as consulting engineers. Clear channel group has Louis G. Caldwell as chief counsel with Andrew D. Ring as chief engineering witness.

MAJ. ARTHUR W. SCHARFELD, now on terminal leave from Army after nearly two years abroad in American Military Government, rejoins his radio law firm of Loucks & Scharfeld within fortnight. He rejected proposals from Army that he return to ETO or move to Pacific with increased responsibility.

FCC HEARING SCHEDULE

Jan. 2: Hearings begin before FCC Commissioner Wakefield in Fresno, Cal. on Central California AM applications.

Jan. 2: Hearings begin in Washington on Louisiana AM applications.

Jan. 3: Hearings begin before FCC Commissioner Wills in Glens Falls, N. Y. on applications for AM facilities in Glens Falls.

Jan. 3: Hearing in Washington on AM application of Diamond State Broadcasting Corp., Dover, Del.

Jan. 3: Hearings begin before FCC Commissioner Denny in Charleston, W. Va. on applications for AM facilities in Charleston. Shift to Huntington, W. Va. Jan. 7.

Jan. 3: Hearings begin in Washington on applications from Syracuse, N. Y. and Erie, Pa. for use of 1260 kc.

Jan. 7: Hearings begin in Washington on applications from New York, New Jersey and Vermont for use of 620 kc.

Jan. 7: Hearings begin in Washington on AM applications from Georgia and Florida.

People

LT. COL. DeQUINCY V. SUTTON, FCC head broadcast accountant, on leave for nearly four years with Army Signal Corps, returned to Washington last week and now is on terminal leave. He served in Mediterranean and European theatres nearly three years, rising in rank from lieutenant. He reported for duty at FCC, remaining in Signal Corps Reserve.

L. L. COLBERT, vice president of Dodge Division, Chrysler Corp., Detroit, and recently general manager of company's Dodge Chicago plant, elected president of Dodge Division. He replaces H. L. WECKLEY, vice president and general manager of corporation and president of Dodge Division since 1943, who will devote full time to parent company.

WILL H. OLDHAM Jr., released from Navy as lieutenant, resumes duties as WLW Cincinnati director of grocery trade relations. With WLW since 1939, he joined Navy in 1942 and served aboard carrier *USS Marcus Island*.

HOYT ALLEN, master sergeant in Army, rejoins radio department of Benton & Bowles, New York. Ted Barash, former Navy lieutenant, returns to agency and will do contact work on Best Foods account.

HARRY W. PASCOE, who left WAAT Newark in fall of 1941 to join Office of Inter-American Affairs, has returned to station as night program superviser.

MAJ. WILLIAM E. ROWENS Jr., former production manager of WSOC Charlotte, named officer-in-charge of the Armed Forces Radio Services' 18 stations in Japan and Korea.

ROBERT MELLIN, former general manager of Bourne Music, joins BMI Jan. 1 in executive capacity in professional department.

WILLIAM B. CASKEY, assistant manager of WFIL Philadelphia, about mid-January joins WPEN Philadelphia executive staff as liaison officer between station and *Evening Bulletin*, licensee, and between station and N. W. Ayer & Son, its agency.

KOMA TO GET 50 KW, DIVIDING 1520 KC CHANNEL

FCC last Friday adopted as final its recommendations of last September, subsequently modified, for solution of interference problem involving KOMA Oklahoma City, WKBW Buffalo, KGGF Coffeyville, Kan., and foreign stations.

Commission granted temporary authorization to KOMA to operate 1520 kc 5 kw unlimited, non-directional antenna, until completion of directional antenna and issuance of construction permit to increase power on same frequency to 50 kw.

Station's original application requesting a shift to 690 kc, frequency used by KGGF, was denied.

Application of KGGF for license renewal granted for period ending Nov. 1, 1946 and station authorized to increase from 1 kw day 500 w night to 1 kw day and night directional.

KOMA sought change in frequency because of objection by TGW Guatemala City to interference in its primary coverage area [BROADCASTING, Sept. 10] and WKBW which operates on same frequency with 50 kw and a directional to protect KOMA. Present nightime activities interfere with CBF Montreal.

The Enemies of Sleep at WDAF

the Kansas City *Star's* Nighthawks

By John Patt

(Radio Dept., Kansas City *Star*)

"TUNE in for WDAF, The Kansas City *Star's* Nighthawk's, the Enemies of Sleep."

That is the announcement eagerly awaited by thousands of radio fans each evening. It is the voice of the "Merry Old Chief," Leo Fitzpatrick, chief nighthawk of the flock whose radio sets are their wings.

Of all the 500-odd broadcasters in the country, the Kansas City *Star* claims to be second in installing one of the well-known 500-watt transmitters, and the first of them to begin broadcasting on a regular schedule. Trial experiments were made early in February of 1922 through the makeshift apparatus of the Western Radio Company of Kansas City. Comm... telephone transmitters ... sound curr... tel... to ...

R... *Star* ... comm... draw... eratin... and ... carried ... WDAF ...

After ... tests, WDAF was ready, and the *Star* officially took the air on June 5, 1922, with a dedication to the people of the Middle West. Regular concerts were given on Monday, Wednesday, and Friday nights and it was a source of pride ... that the programs ... present... celebrities, some of international renown, have appeared. Among them are William Jennings Bryan, who spoke twice from WDAF, Mme. Schumann-Heink, Cecil Arden, Jack Dempsey, Ed "Strangler" Lewis, Yvon D'Arle, Titta R... vernor Henry ... others. M... le for ... classi- ... , in ... cen- ... en- ... hat ... he ... ts ... WDAF ... so far inland that ... has been heard in England, as reported by J. H. D. Ridley of London, in THE WIRELESS AGE. Also, A. E. Berlyn heard WDAF on January 11th in Birmingham, England.

Oh! Here we are—The Nighthawks in full session. The Merry Old Chief (left) is seen at the microphone with the Professor, Carlton Coon of the Coon-Sanders orchestra (right) initiating the new members

Salute to WDAF, a fellow Kansas City broadcaster whose Kansas City Nighthawks did much to make early listeners radio-conscious.

KMBC OF KANSAS CITY

Free & Peters, Inc.

Since 1928 – BASIC CBS STATION FOR MISSOURI AND KANSAS

Leo J. Fitzpatrick, radio editor of the Kansas City "Star," snapped in action. He is more familiarly known as the Merry Old Chief of the Nighthawks. Here he is caught singing—one of his many accomplishments

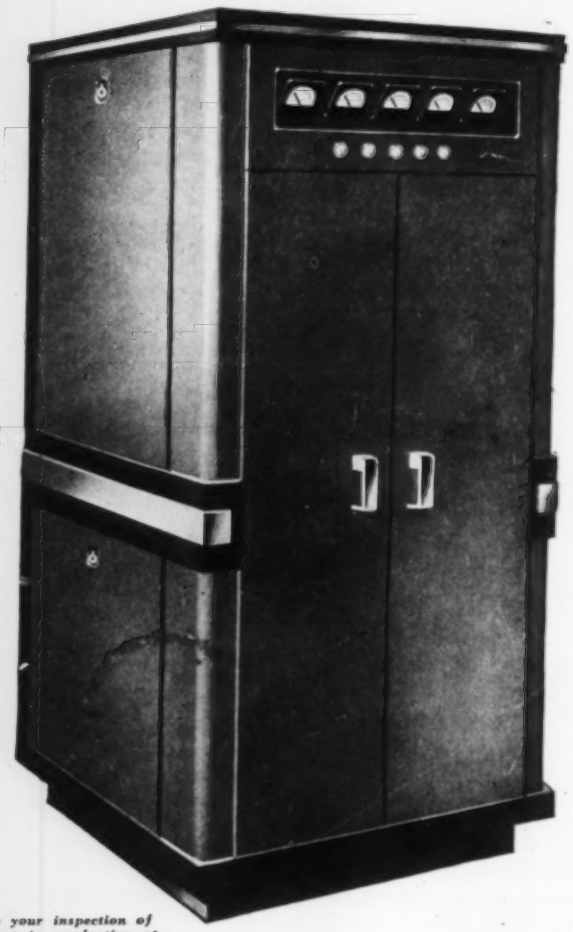
Hawaii, Cuba and Porto Rico are nightly represented in radio audience. There have been over two hundred letters from these dependencies alone. In Hawaii there have been any number of favorable reports, among them A. F. Costa, postmaster of Wailuku, who rates the station among the California stations in respect to clearness. Two letters report that Alaska has heard WDAF many times. Every province of Canada, every state in the United States, every part of Mexico, every country of Central America, all are represented in WDAF's records of its invisible audience, in the form of telegram, letter, post card, or personal call.

There is nothing unusual in the transmitter. It is a standard Western-Electric 500-watt installation, whose main claim to fame is its radiation. It puts from 9 to 11 amperes into the antenna.

Probably the most interesting thing about WDAF is its practice of broadcasting from all over town. In all the large places of entertainment in Kansas City microphones have been in-

THIS IS IT!

the new 1000 watt Frequency-Modulation broadcast transmitter*



Using the Armstrong Dual Channel Direct Crystal Controlled Modulator,

Other REL FM Broadcast Equipment Available for Ordering

	Cat. No.
250 Watt FM Broadcast Transmitter	549 A-DL
3000 Watt FM Broadcast Transmitter	519 A-DL
10,000 Watt FM Broadcast Transmitter	520 A-DL

Speech Equipment

Cat.

603—Studio Speech Console, Table type, 6 position.

604—Station Speech Console, Table type, combined with Cat. 600 Monitor and transmitter desk control.

Monitoring Equipment

Cat.

600—FM Station Frequency and Modulation Monitor.

SIMPLE
STABLE
EFFICIENT PERFORMANCE

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